

ABSTRACT

In Indonesia, there are various forms of business, both from abroad and domestically or commonly referred to as MSMEs, according to the 1945 Constitution Article 33 paragraph 4 MSMEs are a form of national economy that is independent and has great potential to improve people's welfare.

However, the rise of MSME coffee shops that stand in the city of Bekasi which have their own character starting from the concept, price and menu served. One of them is Archaic coffee is a coffee shop that has a Rustic concept and this coffee shop is located in Marga Mulya, North Bekasi sub-district, Bekasi city, the location of this coffee shop is not too far from Sumarecon Bekasi and quite strategically close to Bekasi station, but besides that Archaic Kopi has several interesting menus ranging from espresso, espresso mixed with milk and non-coffee as well as snacks. Then the problem faced by ancient coffee is the lack of consumer awareness due to lack of promotion, according to Jeon Jaya, the owner of ancient coffee, this decline has occurred up to 80%. but Archaic coffee also does not have a fixed promotion, the promotion that has been carried out by Archaic coffee is on Instagram social media but this coffee shop is less active in Instagram promotions, sales made by Archaic coffee offline (dine in) and online through Gofood.

Then the solution offered for Archaic coffee is to design a promotion media and the analytical methods carried out are qualitative, observation methods, and questionnaire methods. But for the theory used AISAS, SWOT and AOI. With the writing of this promotional strategy, it is hoped that this writing can increase awareness of the target audience towards Archaic coffee which is superior in the city of Bekasi, and can help promotion strategies at Archaic coffee.