

ABSTRACT

People choose cafes as a third place for various reasons, moving their daily activities to cafes such as doing assignments, chatting with friends, or just looking for entertainment. Kunyiru Café and Resto has been established since 2017 and is located in the middle of Bandung City, precisely on Jl. Pasundan No. 90 with the concept of bikers. The owner opened this business according to his hobbies from big motorbikes to sport motorbikes. The background of the problem in this design is the lack of public awareness about Kunyiru Café and promotions that are still not well done so that the target audience lacks interest and knowledge about Kunyiru Café.

In designing this promotion strategy using qualitative research methods, observations, interviews, questionnaires to SWOT (Strengths, Weakness, Opportunity, Threats) and AISAS (Attention, Interest, Search, Action) analysis methods. Then the theories used include the theory of promotion, advertising, media, communication and Visual Communication Design. The result of this design is to design a promotional strategy for Kunyiru Café by prioritizing the USP (Unique Selling Point) of the café, namely a café with a biker concept and serving food using nyiru. By holding a "Bikers CostumeDay" which took place at the Kunyiru Café and Resto and several activities to merchandise that will be distributed when the event is held.

Keywords: Cafe, Bikers, Promotion, Research Methods, Promotion Strategy.