

ABSTRACT

DESIGNING REBRANDING STRATEGY FOR GARIS PANTAI CAFE IN BANDUNG

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In the current business development in Bandung city, you can find a lot of entrepreneurs who open businesses in the form of cafes because of the high economic potential, so much so that the cafe business market is experiencing market saturation. The number of cafes causes this line of business to be very competitive so that business owners are required to be creative in innovation for opening a cafe business so that it has its own characteristics and attracts the attention of consumers. One of the cafe businesses in Bandung, specifically in the Margahayu area, is a cafe called Garis Pantai. This cafe has a unique theme and concept, namely an indoor beach that provides a different cafe atmosphere from other cafes, but this cafe is still not well known by the public because the lack of branding. In this research titled "Garis Pantai Cafe Branding Strategy Plan", the author aims to provide a solution to the problem of the Coastline cafe with qualitative research methods and carry out Brand Activation with the AISAS strategy. The author uses AISAS based on the analysis carried out and with this strategy the author will use social media and printed posters as promotional media. By using social media, we can approach the brand with the audience with the Attention, Interest, and Share movements from the AISAS strategy. This strategy can be one solution to the problems experienced by Garis Pantai cafe.

Key Words: Garis Pantai, Cafe, Indoor Beach, Branding, Promotion.