

ABSTRACT

According to Miftahul, 2021 In today's era, coffee shops have become one of the places that have developed in recent years. By prioritizing characteristics that are different from each other and along with the development of people's lifestyles. Rumah Matoa which is located in the middle of the Matoa forest gives a beautiful and cool impression to consumers who come, Rumah Matoa provides a comfortable place to relax because it has a concept that carries a home theme, so that consumers feel comfortable in the cafe. Besides that, there are still many consumers who do not know the products from Rumah Matoa, even though Rumah Matoa itself has a USP, namely consumers will feel comfortable because they are welcomed and interact with employees and owners of Rumah Matoa. In addition to the convenience in communicating, Rumah Matoa has other USPs, namely, consumers who come can pick Matoa fruit, consumers can feel comfortable by feeling the atmosphere of an old Dutch house, and can feel the coolness of the Matoa forest. According to the AISAS method (Ilhamsyah, 2021), this method is based on changes in the behavior of audience communication consisting of Attention, Interest, Search, Action and Share. The AISAS method is used in research to see the consumer behavior of MSME Rumah Matoa. In addition to the AISAS method, this design uses the SWOT model and the AOI model, where the SWOT model is an analysis that makes decisions from strengths, weaknesses, opportunities, and threats. SWOT aims to evaluate these 4 aspects. create an event whose approach is emotional, aiming to convey the uniqueness of Rumah Matoa. Because in organizing a talk show event, customers can connect with Matoa House, because by holding a talk show customers get experience in communicating comfortably. Besides that, talk shows are held as an illustration if consumers from Rumah Matoa want to make an event there

Keyword: coffee shop, promotion, communication