

ABSTRACT

MADAHARSA COFFE PROMOTION DESIGN IN SUBANG CITY

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Madaharsa Coffee is one of the UMKM in the city of Subang. This business was founded in 2018 and variety of coffee drinks, snacks to heavy meals as well as selling products in the form of coffee beans typical of Subang to home consumers and several coffee shops. during alone, there are still many people who do not know about Madaharsa Coffee compared to other coffee shops because other coffee shops are superior in terms of strategic locations and promotions that are more attractive and developed. Internlly promoting Madaharsa Coffee only using instagram social media. Therefore it is necessary to design an effective promotional media. This research collected data through observation, interviews, literature and questionnaires which were then analyzed using data analysis methods, matrix analysis, and SWOT analysis. The resulting design is in the form of the right promotional design and media in order to increase public brand awareness of Madaharsa Coffee so that it can compete with similar businesses.

Keywords: Design, Promotion, Coffee