

ABSTRACT

The community in DKI Jakarta, especially in South Jakarta, has a strong passion for coffee culture. One of the places frequently visited by the locals is Bunna Coffee And Eatery, a coffee shop that is favored by automotive enthusiasts. This is because the baristas here are also automotive enthusiasts, leading to the presence of classic cars often parked in front of the coffee shop. However, with the growing coffee shop business and increasing competition in this segment, there is a need for more extensive promotional efforts for Bunna Coffee And Eatery. This research employs a qualitative approach as the method for data analysis, involving data collection through observations, interviews, and questionnaires, and then analyzing it using SWOT analysis and comparison matrices. The aim of this study is to enhance the promotion of Bunna Coffee And Eatery due to the lack of promotional activities, aiming to increase brand awareness among the public. With the findings of this research, it is expected that Bunna Coffee And Eatery can improve its promotions and reach its target audience, ultimately leading to better business profitability.

Keywords: Bunna Coffee And Eatery, South Jakarta, coffee shop, automotive, promotion.