

ABSTRACT

Drinking coffee is an activity carried out by individuals or groups enjoying a cup of coffee. The trend of drinking coffee in coffee shops called "ngopi" seems to be a mandatory activity for some individuals in their social activities, giving rise to a new lifestyle in society. The advancement of technology creates new innovations with the existence of coffee shops as modern coffee shops. Bandung is one of the cities with abundant culinary tourism, this is an opportunity for business people to build a coffee shop business in Bandung. However, the uniformity of the concept of a modern-style coffee shop has resulted in fierce competition, so a new concept is needed so that a brand can look more striking. Therefore, here the author intends to create a strategy through brand communication by promoting Sundanese cultural wisdom as a business strategy in the coffee shop sector.

This research uses a qualitative method with a Brand Awareness approach. For data collection techniques, the author conducted on-site observations, interviews with sources, and other data collection such as documentation, questionnaires, and literature studies. Furthermore, the data that has been obtained is then analyzed using the Brand Equity Model. The result of this research is to create a message design through copywriting techniques that are applied to Instagram layouts to increase audience awareness.

Keywords: Audience, Brand Awareness, Coffee shop, Copywriting, Brand Communication, Brand Equity.