

ABSTRACT

Drinking coffee is a social activity of drinking coffee carried out by individuals or in groups. As technology and trends develop, in this modern era coffee shops are better known as coffee shops. The increase in the coffee industry in Indonesia has a positive impact on business development opportunities in Indonesia. The city of Bandung, which is a culinary city in Indonesia, is one of the cities that has the potential for the development of the coffee shop business. So far, the majority of coffee shops in the city of Bandung offer a modern concept with a touch of western culture, even though the city of Bandung has interesting local wisdom to use as a modern coffee shop concept. The coffee shop case study that is the topic of this research is Bahagia Kopi which is located in 3 places, namely Halimun St. No. 21, Banda St. No.8, and Braga St. No. 6. However, with increasing competition in the coffee business in Bandung, it is felt that differentiation is needed as a business strategy. Therefore, researchers will design a promotional strategy for Bahagia Kopi merchandise, by implementing the Sundanese value concept. The qualitative method is the data collection method used in this research, where field observations, interviews and questionnaires were obtained as primary data, while literature studies were obtained as secondary data. The data obtained will be analyzed using the design thinking method to produce merchandise product prototypes in the form of single motifs/single pattern onto drink bottle/tumbler and tote bag. Based on the results of the research and design that has been carried out, it can be concluded that Sundanese cultural values can be implemented in the design of Bahagia Kopi merchandise products as differentiation from other brands, where this merchandise product can be promoted through the AISAS method as a promotional strategy for brand communication.

Keywords: Coffee-shop, Sundanese Value, Merchandise, Promotion Strategy, AISAS