

## ***ABSTRACT***

*Branding is one of the strategies for coffee shops so that their products are able to survive and compete amidst market competition. Dugg Coffee is a coffee shop with a cafe business concept in Bandung City which is quite active in using social media to build its reputation. The purpose of this research is to find out how the branding strategy is implemented at Dugg Coffee in using social media Instagram as a medium of communication and information. Researchers use branding theory from Gelder and Scultz, namely: (1) brand positioning; (2) brand personality; (3) brand identity; and (4) brand communication. This research uses a qualitative approach method with data collection techniques through interview observation and documentation. The results of this research found that Dugg Coffee has been able to balance its competitors by focusing on product and service quality through interesting and relatable content for its target, namely students.*

***Keywords:*** *Branding, Dugg Coffee, Instagram, Public Relations, Strategy*