

ABSTRACT

The Breeze Coffee is a coffee shop located in Lhokseumawe City, Aceh. The only modern coffee shop in Lhokseumawe which is located on the edge of the river mouth near the bridge that borders the city's entrance and exit. The Breeze Coffee relies on a strategic location, because it coincides next to the mouth of the river and is not close to other buildings so that visitors can see the sunset or natural scenery clearly and feel the natural breeze. The Breeze Coffee when viewed in terms of quality is adequate, but there is no visual promotion that shows the differences and uniqueness of The Breeze Coffee compared to other coffee shops. The design of the promotion strategy is still immature and the promotion is not right on target. The Breeze Coffee has the potential to develop with the maturity of The Breeze Coffee's promotional strategy planning with a marketing team that aims to carry out digital promotions through social media Instagram, and Facebook which adapts to the target audience and developments in today's digital era. This planning is made in the form of media events as well as supporting media such as visual content on social media as well as other print media to be conveyed to the intended target audience.

Keywords: The Breeze Coffee, coffee shop, promotion, promotion strategy design, atmosphere, coffee.