

ABSTRACT

The coffee shop business in the modern era and the current generation has many enthusiasts and is quite promising. No wonder so many people open coffee shop businesses to advance the economy during the pandemic. One of the areas in Jakarta where the growth of coffee shops is quite a lot is the South Jakarta area, and one of them is Scoria Coffee. One of the obstacles faced by Scoria Coffee is in the promotion efforts carried out. The existence of obstacles in Scoria Coffee's promotional media still requires a lot of development, which has not shown the consistency of the design on the promotional media made. Methods of collecting data using methods of observation, questionnaires, interviews and literature study. While the analysis method used SWOT analysis and matrix comparison. The purpose of this research is to develop and design a promotional media for Scoria Coffee so that it can compete with competitors and have brand awareness that is known to the public. This study concludes that the design of promotional media at Scoria Coffee is needed to increase public brand awareness of Scoria Coffee's products and businesses.

Keywords; Promotion media; design; Brand Awareness; Coffee Shop