

ABSTRACT

The number of coffee shops in the city of Bandung today makes it a variety of choices for the community. In addition to having to compete with other Coffee Shops, In the midst of very tight competition, Satulima Coffee has decreased sales figures every month. The owner of Satulima Coffee really wants to attract people's attention to come to Satulima Coffee. For this reason, it is necessary to design a message and creative media that is really interesting so that people who come to a promotional event are interested in visiting their stand and making maximum promotional media. With more and more visitors stopping by, more and more people will get information about the advantages of coffee shops and make it an effective and efficient promotional media for Satulima Coffee Bandung in competing with other Coffee Shops. In this study, researchers used the method of observation, interviews and documentation. In the design process, the researchers used Dua Coffee as a comparison. It is hoped that this creative message and media design will be able to help Satulima Coffee in increasing its sales promotion.

Keywords: design, promotion, satulima coffee, strategy.