

ABSTRACT

Duapuluhdua Coffee & Beverages is one of the coffee shops in Tangerang Regency was established in mid-2020. However, for now Duapuluhdua Coffee is experiencing problems because many competitors from Duapuluhdua Coffee are able to optimize their promotion, especially in social media which is a problem of Twenty-two Coffee, therefore the author aims to design promotions to increase sales of Duapuluhdua Coffee.

Departing from this problem, the author suggests a solution in the form of designing a promotional strategy in accordance with the concept owned by Duapuluhdua Coffee, the author makes promotional efforts using various kinds of media based on the strategy used, namely AISAS which is considered sufficient to keep up with the times making Duapuluhdua Coffee a beverage product that has a unique place and various flavors that can be enjoyed by the target audience, by using qualitative research methods that aim to collect as much data as possible. Aims to bring the brand closer to the target audience and direct the target audience towards Instagram social media.

The result of the research achieved was to design a promotional system from Duapuluhdua Coffee using the advantages of the brand, namely as a coffee shop that has many flavor variants and a unique place concept to enjoy the taste of each coffee brew provided. By using this strategy, it is hoped that this media design will be a solution to the problems of Duapuluhdua Coffee.

Keywords : Promotion Strategy, Duapuluhdua Coffee, AISAS, Teenagers