

ABSTRACT

With the development of the times that continue to develop, coffee is not only an ordinary drink that is often consumed by most parents for their needs or only certain circles, but has become part of the lifestyle of people from young people to the elderly. Each coffee shop introduces every variant and type of coffee from different regions of origin, not forgetting that the store designs are very diverse to attract consumers at different prices. And has its own unique advantages for each store. This study focuses on analyzing the promotional mix activities carried out by Coffee Kaula to attract consumers.

This research on Coffee Kaula uses qualitative descriptive methods with data collection techniques with observation, interviews with informants and documentation, in addition to data validity techniques using time triangulation. The subject in this study was Coffee Kaula.

Based on the results of the study analyzed by researchers, it was found that Coffee Kaula activities in its promotional mix are using online marketing social media, sales promotion, events and experiences, advertising and personal selling. With the promotional mix activities carried out by Coffee Kaula aims to attract consumers.

Keywords: Promotional Mix, Promotion, Coffee Kaula