

ABSTRACT

Dreezel Coffee is a coffee shop that is popular among Bandung's younger generation. This store has three branches that have their characteristics. Coffee and non-coffee drinks are on the main menu served. Products from Dreezel are known to have the best quality on the market. Many consumers know of the existence of Dreezel Coffee through word-of-mouth recommendations addition, the use of Instagram Dreezel Coffee is less effective and promotion is not carried out. The research method used is a qualitative method with data collection through observation, interviews, questionnaires, literature studies, and documentation. AOI and SWOT analysis is carried out to compete with other competitors. The final result of the research is to design effective media and increase brand awareness through events that are channeled through Instagram social media.

Keywords: *Coffeeshop, Promotion, Brand Awareness.*