

ABSTRACT

Drinking coffee is an individual activity or a social activity, such as gathering together while enjoying coffee. The trend of drinking coffee in coffee shops is called "ngopi" as if it has become a social activity or lifestyle in modern society. As technology advances, coffee shops innovate to become coffee shops that take their cues from western cultural terms and styles. Bandung is one of the cities with popular culinary tourism, making the coffee shop business opportunities bigger in Bandung. The public is also influenced by information from social media which also becomes a medium for culinary businesses, especially coffee shops, following current trends and going viral. Influenced by trends, the original identity characteristic of Bandung citizens is increasingly being hidden. Therefore, the author intends to create a video advertising design by highlighting Sundanese culture as a creative strategy in the coffee shop sector for Bahagia Kopi. The research method used is qualitative research with a design advertising approach. Data collection and data analysis used observation, interviews and questionnaires. Meanwhile, other data collection is by library research and documentation. The data that has been obtained is analyzed using the AISAS Model. Based on the results of the research and design carried out by the author, it can be concluded that the rise of coffee shops in Bandung has resulted in intense competition which will threaten the brand, so it is necessary to differentiate by promoting the brand by highlighting the concept of Sundanese culture in Bahagia Kopi. For this design, the media is needed as a message delivery by designing an advertising video on Instagram Reels.

Key Words: Coffee shop, Creative Strategy, Advertising Video, Instagram.