

ABSTRACT

Beancang Kopi is a coffee shop that has been established since 2019. Beancang Kopi is a coffee shop in Bandung City that offers various processed coffee drink products and also food with a homey concept. Initially, this coffee shop was located on Jalan Jl. Cijagra No. 17, Kec. Lengkong, Bandung City and has stable and busy visitors. However, because this coffee shop had several asset problems in its previous location, Beancang Kopi finally decided to move to a new location which is currently located on Jl, Karees Sapuran No.7 Samoja, Bandung City, which has been running for about 1 year. Judging from the average monthly income, the coffee shop in this new location does not reach 50% of the previous location because the cause is the lack of visitors due to the change of location from the old coffee shop to the new coffee shop and the lack of promotional methods and strategies. marketing. This design aims to return consumers' interest in coming to the new coffee shop location and also increase visitors and overall sales of Beancang Kopi. The method used is a qualitative method in collecting data in the form of interviews, documentation, and observation results and then also analyzed using SWOT. In this design, the author creates a creative promotion strategy that suits the target audience in order to restore consumer loyalty to this coffee shop and increase sales for this coffee shop it self.

Keywords: Beancang Kopi, Loyalty, Promotion, Design.