

ABSTRACT

This study aims to examine the persuasive communication strategies implemented by 1994 Coffee and Creative Space in building its brand image. Using a qualitative approach and a case study method, the research explores persuasive communication practices through field observations and in-depth interviews with the owner, employees, customers, and experts in communication and branding. The main theoretical framework used in this research is the Elaboration Likelihood Model (ELM), which divides the persuasion process into two routes: the central route and the peripheral route. The findings reveal that 1994 Coffee and Creative Space effectively integrates both routes. The central route strategy is applied through the brand's philosophical narrative, meaningful visual identity, and consistent messaging across all communication channels. Meanwhile, the peripheral route is implemented through a cozy atmosphere, friendly service, and visually appealing elements, which indirectly shape a positive consumer perception. These combined approaches foster both emotional and rational connections between the brand and its audience. Thus, the persuasive communication strategies adopted by 1994 Coffee and Creative Space not only establish a consistent brand image but also create a holistic experience that enhances customer loyalty. This research is expected to contribute to the development of marketing communication studies, particularly within the context of creative businesses and community-based coffeeshops in Indonesia.

Keywords: *1994 Coffee and Creative Space, Brand Image, Communication Strategy, Persuasive Communication.*