

## **ABSTRACT**

The culinary sector in Indonesia continues to increase. One that is often found is the coffee business. This is in line with the increased consumption of coffee and the emergence of third wave coffee. This term is characterized by coffee drinkers who are interested in the process of making coffee, rather than just enjoying it. This trend makes the proliferation of coffee shops in Indonesia. Armenti Coffee House is one of the coffee shops in Bandung that has a vision to make its coffee shop educative. Where customers can deepen their insight about coffee. In addition, Armenti also offers a unique experience, which can make your own coffee, while learning about the coffee processing. Based on the results of the interview analysis, the lack of maximum branding activity, making the target audience unable to associate Armenti as an educational coffee shop. In addition, many consumers want to learn about coffee, and Armenti is not their choice as a place to study. This advertising strategy aims to maximize the branding and promotion activities that have been carried out by Armenti. This research uses qualitative methods in data collection, in the form of observation, interviews, and literature study. The data obtained were analyzed using SWOT, AIO, and AISAS. The author makes a series of branding and promotions with the theme "Ragam Literasi Rasa" which has the goal that Armenti can be associated with the community as an educative coffee shop.

**Keywords:** Armenti Coffee House, Branding, Educative, Promotion