

## **ABSTRACT**

*Monday Morning coffee shop is a thematic coffee shop that has a unique signature coffee variant. The Monday Morning coffee shop also has a barista and shop owner who is friendly and ready to teach consumers who want to learn to make coffee or become a barista by just buying coffee at the shop. The location of the shop is in a strategic location, namely on Jl. MH Thamrin, Pd. Jaya, South Tangerang City. This shop also has a various complete facilities such as spacious parking, clean toilets, free Wi-Fi, hotel, prayer room and dental clinic, located at the back of the hotel at the same building as the Monday Morning coffee shop. Since the shop's inception, the sales revenue has dropped drastically by 91.5% due to the shop owner's inaccurate promotional strategy. Various data collection methods such as observation, interviews, and data analysis using the SWOT, AISAS, AOI methods, and various supporting theories used in this research. The authors conclude that it is necessary to design a promotional strategy to communicate and persuade target audiences about the differentiation and features of Monday Morning coffee shops. For this reason, the authors design a promotional strategy for the Monday Morning Bintaro coffee shop in the form of visual content for social media and various other supporting media in order to facilitate communication and conveyed the coffee shop image to the target audience.*

*Keywords: Monday Morning coffee shop, Bintaro, Promotion Strategy Design, Culinary Tourism, Coffee Shop, Coffee.*