

ABSTRACT

Lately, the culture of drinking coffee has become one of the habits of young people. This can be seen from the number of cafes and coffee shops spread across Indonesia, one of which is in Bandung, namely SunnySide Coffee. The advantages of SunnySide Coffee Bandung are the types of coffee used, namely Robusta and Arabica coffee beans from Bengkulu, the coffee beans used are different from competitors. In addition, the processing of coffee beans with the highest level of roasting or what is often called "dark roast". However, since 3 years ago, sales decreased by ±35%. One of the reasons for the decline in sales, apart from being post-pandemic (new normal), the main factor that influenced SunnySide Coffee was the lack of creative strategies and creative visual media. The author uses qualitative methods in which data collection uses library studies, observations, interviews, and questionnaires. This research is useful for increasing sales which is the problem of SunnySide Coffee by making promotional strategies and selecting the right visual media for SunnySide Coffee.

Keywords: Promotion, Coffee Shop, Coffee Drinking Culture, Sales