

ABSTRACT

Currently, the development of UMKM such as the culinary business is developing in the city of Jambi, such as Duniawi Coffee. It is a coffeeshop that has the concept of morning coffee, which according to the results of interviews with the owner, the function of coffee is to give enthusiasm to activities in the morning and Duniawi Coffee does not only provide drinks and food but also sells the concept of a forest place in the middle of the city. However, Duniawi Coffee is worried about its declining sales due to the lack of active media promotions that are being carried out so that many people in the city of Jambi do not know about this coffeeshop. Duniawi Coffee needs a creative media promotion strategy so that the message that can be conveyed is expected to be spread to the target audience. The design of this strategy uses qualitative methods of data collection methods by conducting observations and interviews. The data analysis method used is SWOT, AOI, and AISAS analysis and other supporting theories. From data collection and analysis, creative strategies will be designed to convey the message of Morning Nature With Duniawi Coffee, designing media and visuals through the main media, namely holding a Live Music event that can increase sales and awareness of Duniawi Coffee so that visits from the targeted audience also increase.

Keywords: Duniawi Coffee, Promotion Strategy, Promotional Media, Teenager