

ABSTRACT

In the first quarter of 2020, the SARS-CoV-2 or Covid 19 virus spread to various regions of the world. As a result, the world's economic sectors are affected, including Micro, Small and Medium Enterprises (MSMEs) in Indonesia. As many as 82.9% of MSMEs experienced a negative impact and only 5.9% experienced a positive impact (www.katadata.co.id/umkm, 2020). The Banjaran Coffee Shop was one of those affected. The Banjaran Coffee Shop is a shop that provides coffee beans and powder, which at that time was in the process of introducing a re-branding. As a result, the Banjaran Coffee Shop's business direction had to be changed in order to save the business from the current pandemic situation and put aside the process of introducing the re-branding that was being carried out. Thus, there are many misconceptions about the Banjaran Coffee Shop in the minds of the audience. This design uses qualitative methods in collecting data in the form of observations, interviews, surveys, and literature studies. These data were then analyzed using SWOT, AIO, and AISAS matrices. After the analysis is done, the results of the analysis are used as a basis for designing promotional strategies in the form of proposals for promotional strategies, the media used, and their designs.

Keywords: Indonesian Local Coffee, Promotion Strategy, Toko Kopi Banjaran