

## ABSTRACT

### HEYBREW COFFEE CAFE PROMOTION STRATEGY DESIGN IN TANGERANG REGENCY

By

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*People's lifestyles have developed quite rapidly. In the past, it was not too important to think about lifestyle matters for the community (pergikuliner.com, 2021). It is different in today's era, where lifestyle is increasingly becoming a fundamental concern. Heybrew Coffee is one of the cafes in the Curug area, Tangerang Regency that is taking part in this phenomenon through its open garden concept. Even though there are many visitors, questionnaire data taken from the target audience shows that there are still many who do not know about the existence of this cafe. The manager also mentioned that he wanted to increase Heybrew Coffee's visitors, while there were many potential customers around him. After observation, Heybrew Coffee has done word-of-mouth promotion and through Instagram, but Heybrew Coffee does not yet have a main message in its promotion. In fact, the message is an important element in communication. From these data, it is found that it is necessary to design the main message and the right visual design so that the promotion runs effectively and maximally. The methods used in data collection are observation and documentation, surveys, interviews and literature studies, with SWOT as the method of data analysis. The analytical model used is AISAS with the final result as an integrated promotional campaign. Through proper design, it is hoped that consumer awareness of Heybrew Coffee can increase.*

*Keywords: Heybrew Coffee, Cafe, Promotion Strategy*