

## ABSTRACT

*The food and beverage industry continues to grow non-stop. Every day there is definitely an innovation in the culinary field. Like the coffee business which has mushroomed in Indonesia. Both large and small coffee shops are competing to be at the forefront of this industry.*

*To be at the forefront, a company needs a strategy. Both strategies in the form of hard selling and soft selling. In this research, the author will discuss how the activities of a coffee shop become a public relations strategy that can be useful for their personal branding. In the end result, this strategy will hopefully increase their income.*

*The author chose this research topic because of a problem found in the author's immediate environment, namely the lack of personal branding on the subject of the Brush and Palette Coffee Shop. Management of a business's public relations strategy that is not paid enough attention can cause the business's identity to become less good. It can even worsen their business income.*

*This is caused by several factors that the author encountered. For example, in terms of distributing information through their social media, the Brush and Palette Coffee Shop has not been optimal and has not been consistent in managing it. Apart from that, there is no signage on their shop, which is the main thing to strengthen their identity as a coffee shop.*

*This research analyzes how the Brush and Palette Coffee Shop carries out public relations strategies in running its business. This research also aims to find out how public relations strategies are implemented in the culinary industry. Apart from that, this research also aims to find out the advantages and disadvantages of the public relations strategies they have implemented.*

*The author uses qualitative methods with an interpretive approach/paradigm. The interpretive paradigm according to Sarantakos (1995) is a paradigm that seeks to understand human behavior which aims to interpret, understand social conditions and emphasize meaning and understanding.*

*The author uses concepts and theories such as Cutlip, Center and Broom's (1982) Public Relations Strategy, namely Defining the Problem, Planning and Programming, Taking Action and Communicating and finally Evaluating the Program. and SWOT Analysis.*

*Keywords: Social Media, Public Relations Strategy, SWOT Analysis.*