

## ABSTRACT

Coffee shop or commonly referred to as a coffee shop is one type of cafe that serves the main menu in the form of coffee beverage products. With the rapid emergence of the coffee shop industry, nowadays people can enjoy coffee with a variety of coffee variants served. Kotapinang District has many Micro, Small and Medium Enterprises (MSMEs) ranging from traditional coffee shops to modern coffee shops. This shows the growth of coffee shops in Kotapinang District is very rapid. Along with the increasing growth of coffee shops, especially in Kotapinang District, the competition between coffee shops is getting tighter. The purpose of this study was to formulate an appropriate promotional strategy for Teras Kopi Coffee Shop in South Labuhanbatu. Sampling was carried out using the case study method with the owner of Teras Kopi coffee shop as the respondent. The data analysis method used is descriptive qualitative using SWOT analysis tools which are carried out by examining internal and external factors. The results showed that Coffee Shop Teras Kopi that information on the use of social media, for example Instagram, Facebook, and Tiktok, is very influential for promotional activities carried out by coffee shop Teras Kopi to develop business, especially to support marketing activities through social media. This is because the use of social media has a big impact on business progress and aims to create and develop product images. The SWOT analysis shows that Teras Kopi coffee shop is located in quadrant I (Growth Strategy) and the IFAS matrix shows that the strength and weakness factors have a value of 1.25 while the EFAS matrix shows that the opportunity and threat factors have a value of 1.02. This shows a favorable situation for Teras Kopi coffee shop. This shows a favorable situation for Teras Kopi coffee shop because it has opportunities and strengths so that it can take advantage of existing opportunities. The focus of this strategy is SO (Strenght Opportunity), which is to create a strategy that uses strengths to take advantage of opportunities.

Keywords: Coffee, Coffee Shop, Strategy, Promotion, SWOT Analysis