

**BRANDING IN AN EFFORT TO PROMOTE TOMORO COFFEE IN
BENGKULU CITY**

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ABSTRACT

In today's increasingly global business, people will certainly choose brands based on the value offered. One of the efforts that business actors can make to build this value is through branding that conveys emotional benefits. For this reason, involving the community in the branding strategy is the right step for businesses at this time. This research aims to find out branding in an effort to promote Tomoro Coffee in Bengkulu City. This research uses qualitative methods with brand expression theory which consists of 4 stages. The data obtained in this study came from in-depth interviews with predetermined informants, observation, and documentation. The results of this study indicate efforts to promote tomoro coffee in Bengkulu city through the stages of brand positioning, brand identity, brand personality and brand communication. The stages planned and built by the owner and Café marketing team are to become a café that can be a comfortable 'place to live' for the community to gather, create, and hold activities. The owner and the Café marketing team measure their performance based on the implementation results and then take corrective action to correct mistakes. The improvement will then become a reference for the next action.

Keywords: Tomoro Coffee, Brand Expression, Branding

