

ABSTRAK

Maraknya perkembangan coffee shop telah menjadi bagian dari gaya hidup anak muda. Hal ini membuat pegiat bisnis berlomba untuk meningkatkan kualitas dan inovasi branding untuk bertahan pada ketatnya persaingan. Sender Coffee merupakan coffee shop yang memiliki keunikan strategi branding melalui penerapan *brand persona* sebagai representasi karakter setiap outletnya. Konsep ini menghadirkan diferensiasi yang kuat karena konsumen tidak hanya membeli produk kopi, tetapi juga merasakan pengalaman personal sesuai identitas setiap persona. Penelitian ini bertujuan untuk menganalisis strategi branding Sender Coffee melalui pendekatan model tahapan strategi branding yang meliputi *mind*, *behaviour*, dan *visual*, serta konsep *brand expression* yang terdiri atas *brand positioning*, *brand identity*, *brand personality*, dan *brand communication*. Metode yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, dokumentasi, dan wawancara. Hasil penelitian menunjukkan bahwa Sender Coffee berhasil menerapkan strategi branding secara konsisten pada setiap tahapnya, dengan *brand persona* sebagai inti pembentukan identitas dan pengalaman merek melalui *hospitality*, aktivasi, dan implementasi visual lainnya. Temuan penelitian juga mengungkap adanya irisan dengan teori *experiential marketing*, di mana strategi yang dijalankan tidak hanya memperkuat citra merek, tetapi juga menciptakan pengalaman strategis mulai dari *sense*, *feel*, *think*, *act*, dan *relate*.

Kata Kunci: *Brand Persona*, *Strategi Branding*, *Brand Expression*, *Experiential Marketing*, *Sender Coffee*

ABSTRACT

The rapid growth of coffee shops has become an integral part of young people's lifestyles, prompting business owners to continuously enhance quality and innovate their branding strategies to survive in tight market competition. Sender Coffee is a coffee shop that stands out through its unique branding strategy by applying brand persona as the representation of each outlet's character. This concept creates strong differentiation, as consumers not only purchase coffee products but also experience a personal connection that aligns with each persona's identity. This research aims to analyze Sender Coffee's branding strategy through the branding strategy stage model, which includes mind, behaviour, and visual stages, as well as the brand expression concept consisting of brand positioning, brand identity, brand personality, and brand communication. The research employs a descriptive qualitative method with data collected through observation, documentation, and interviews. The results show that Sender Coffee successfully implements its branding strategy consistently at every stage, with brand persona serving as the core of brand identity formation and customer experience through hospitality, activation, and visual implementation. The findings also reveal an intersection with the experiential marketing theory, in which the applied strategy not only strengthens brand image but also creates strategic experiences through sense, feel, think, act, and relate.

Keywords: Brand Persona, Branding Strategy, Brand Expression, Experiential Marketing, Sender Coffee