



## ABSTRAK

Kehadiran tiga merek *coffee shop* di Klaten yaitu Awor Coffee Klaten, Cold 'N Brew Klaten, serta Sinaran Coffee membawa warna baru industri *food & beverage* di Klaten dan menarik perhatian kelompok pecinta kopi untuk mengonsumsi kopi di *coffee shop* tersebut. Penelitian ini ingin menjabarkan bagaimana persepsi kelompok pecinta kopi terhadap ketiga *coffee shop* tersebut menggunakan metode penelitian deskriptif kualitatif dengan melibatkan informan sebanyak 5 pecinta kopi. Menggunakan konsep perilaku konsumen, bauran pemasaran, *brand positioning*, serta persepsi kelompok konsumen untuk menciptakan persepsi kelompok pecinta kopi terhadap tiga merek *coffee shop* di Klaten. Hasilnya menunjukkan bahwa persepsi terhadap Awor Coffee Klaten sebagai *coffee shop* yang memiliki konsistensi komposisi yang seimbang antara rasa kopi yang kuat (*strong*) dengan susu sehingga terasa *creamy*, berkonsep modern industrial, serta memiliki suasana ramai, Cold 'N Brew Klaten (CNB) dipersepsikan sebagai *coffee shop* yang mudah diingat mereknya karena mengambil nama dari metode olahan kopi "*cold brew*" sehingga mudah diasosiasikan dengan *coffee shop*, beratmosfer gelap berwarna hitam, serta harga menu yang mahal, dan terakhir Sinaran Coffee dipersepsikan sebagai *coffee shop* yang rumahan (*homie*), tenang, dan nyaman sebab lokasinya yang berada masuk dalam gang rumah warga sehingga jauh dari hiruk pikuk kendaraan, serta *coffee shop* yang lebih dari sekadar tempat minum kopi saja, melainkan lebih menonjol pada menu makanan yang enak dengan harga murah.

Kata kunci: Persepsi, pecinta kopi, *brand positioning*, *coffee shop*.



## ABSTRACT

The presence of three coffee shop brands in Klaten, namely Awor Coffee Klaten, Cold 'N Brew Klaten, and Sinaran Coffee, brings a new color to the food & beverage industry in Klaten and attracts the attention of coffee lovers to consume coffee at these coffee shops. This study aims to describe the perception of coffee lovers towards these three coffee shops using qualitative descriptive research methods involving 5 coffee lovers as informants. Using the concepts of consumer behavior, marketing mix, brand positioning, and consumer group perceptions to create the perception of coffee lovers towards three coffee shop brands in Klaten. The results show that the perception of Awor Coffee Klaten as a coffee shop that has a balanced composition consistency between strong coffee flavor and milk so that it taste creamy, has a modern industrial concept, and has a lively atmosphere, Cold 'N Brew Klaten (CNB) is perceived as a coffee shop whose brand is easy to remember because it takes its name from the "cold brew" coffee processing method so it is easily associated with coffee shops, has a dark atmosphere with a black color dominance, and expensive menu prices, and finally Sinaran Coffee is perceived as a homey, quiet, and comfortable coffee shop because its location is in a residential alley so it is far from the hustle and bustle of vehicles, as well as a coffee shop that is more than just a place to drink coffee, but is more prominent in its delicious food menu at low prices.

**Keywords:** Perception, coffee lovers, brand positioning, coffee shop.