

BRANDING STRATEGY EXPLORATION IN BUILDING BRAND AWARENESS IN COFFEE SHOP MSMEs IN KENDARI CITY

Muh. Husriadi*

Halu Oleo University, Kendari, Indonesia
husriadiadi@gmail.com

Maulidia Berlianti

Sriwijaya State Polytechnic, Palembang, Indonesia

Iwan Patta

Halu Oleo University, Kendari, Indonesia

ABSTRACT

The development of coffee MSME-based shops in Kendari City show that competition is no longer only determined by product quality, but also by the ability to build a brand. awareness through consistent branding strategies. This situation drives the need for a deeper understanding of business actors' experiences in shaping brand identity amidst changing consumer behavior and digital marketing. This study aims to explore branding strategies in building a brand. awareness of coffee SMEs shop in Kendari City. The method used was qualitative research with a phenomenological approach through in-depth interviews, observation, and documentation of informants directly involved in branding practices. Data were analyzed using the Miles and Huberman model through data reduction, data presentation, and conclusion drawing. The results of the study indicate that brand Awareness is built through a consistent brand identity, a pleasant customer experience, active marketing communications, and a responsive digital presence. These findings confirm that branding in MSME coffee A shop serves not only as a promotional tool but also as a means of building emotional connection and differentiation in the local market. Consequently, MSMEs need to strengthen branding strategies that are simple, consistent, and appropriate to the local social context to maintain business competitiveness now and in the future.

Keywords: branding, brand awareness, MSMEs, coffee shop

INTRODUCTION

Coffee is now no longer understood solely as a commodity, but also as part of a lifestyle, a space for social interaction, and a symbol of brand identity (Alsharif 2026) . In recent years, the growth of coffee The number of shops in Indonesia is increasing rapidly, including on the MSME scale which is spread across various medium-sized cities (Faiq and Khalik 2026) . This phenomenon shows that coffee Shops have become a promising sector in local economic development, especially because they are able to absorb labor, encourage regional economic turnover, and open up business opportunities based on creativity (Wijaya, Chai, and Khan 2025) . Amidst increasingly selective changes in consumer behavior, the success of coffee