

namely Rp. 150,000,000-, Therefore, the higher the promotional costs incurred by the black koffie saung, the higher the income received by the black koffie saung.

Implication

From the discussion and conclusion, there are suggestions that the author provides, including:

- 1) Saung Koffie Hideung should collaborate with influencers and bloggers to further introduce and promote Saung Koffie Hideung on their platform. So that it can attract customers who do not know about black koffie saung and can strengthen promotions on social media.
- 2) To maintain and attract visitors, it is better to provide discounts every

month on a regular basis and upgrade the promotion methods carried out by the black koffie saung so that it is widely known by a wide range, especially outside the city of Karawang, and that way to further increase visitors.

To anticipate the decline, in addition to using promotions on social media, it is better for Saung Koffie Hideung to promote through direct media by distributing brochures, installing billboards, participating in exhibition activities, and asking visitors to Saung Koffie Hideung to provide hashtags on Instagram, TikTok, and other social media, so that they are better known outside the city of Karawang and minimize the promotional costs incurred.

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