

## Designing Brand Experience for Local Café: Case Study Surf & Brew Coffee Bar and Eatery at Kedungu Beach Tabanan, Bali

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### **Abstrak**

*Kedungu merupakan kawasan wisata yang sedang berkembang di Bali. Kawasan ini mulai menarik minat para peselancar dan wisatawan digital nomad. Memulai usaha kafe dan tempat makan di kawasan yang sedang berkembang memiliki keuntungan dan tantangannya tersendiri. Persaingan memang lebih sedikit, namun bisnis tidak hanya perlu mempromosikan diri, tetapi juga destinasi wisata itu sendiri. Branding merupakan salah satu aspek penting dalam pemasaran yang dapat memberikan diferensiasi kompetitif bagi sebuah usaha. Penelitian ini bertujuan untuk mengembangkan strategi pengalaman merek (brand-experience) bagi Surf & Brew Coffee Bar and Eatery di Pantai Kedungu. Pendekatan deskriptif kualitatif dipilih, dan data dikumpulkan melalui wawancara, formulir komentar tamu, observasi, dan studi pustaka. Analisis dilakukan melalui analisis SWOT serta menggunakan teori strategi branding dan kerangka brand-experience sebagai dasar analisis. Hasil penelitian menunjukkan bahwa memposisikan kafe sebagai pusat komunitas, memanfaatkan kekayaan dan keeksotisan makanan serta kopi Indonesia, dan menciptakan kepribadian merek yang sesuai dengan gaya hidup pantai merupakan strategi yang layak dilakukan.*

**Kata kunci:** *Pengalaman Merek, Branding, SWOT, Kafe, Kedungu.*

### **Abstract**

Kedungu is an emerging tourism area in Bali. It is starting to gain interest from surfers and digital nomad tourists. Starting a café and eatery business in an emerging area can have its own benefits and challenges. There are less competition but the business not only need promote itself but also the destination. Branding is one of important aspect in marketing that can make a business gain competitive differentiation. The research aimed to develop a brand-experience strategy for Surf & Brew Coffee Bar and Eatery at Kedungu Beach. A qualitative descriptive approach was chosen, and the data were collected from interviews, guest comment forms, observation, and literary research. The analysis was done through SWOT analysis and using branding strategy theory and brand-experience framework and the basis of the analysis. The results show that positioning the café as a community hub, capitalizing the richness and exoticness of Indonesian food and coffee, and creating a brand personality that suits beach lifestyle are viable.

**Keywords:** Brand Experience, Branding, SWOT, Café, Kedungu.

## **1. INTRODUCTION**

The development of Bali tourism is currently still centered around the beach areas. Places like Kuta, Seminyak, Berawa, and Canggu are some of the places commonly known by the tourists. These places, not only well known for their beautiful beaches, but also offer attractive tourism facilities. Various types of accommodation from five-stars hotels to intimate exclusive villas, cafes and eateries, and beach clubs, are readily available to accommodate the tourist needs, either basic needs or for their social-life needs. As a certain destination becomes more famous, the more crowded it becomes. This brings to the expansion of tourism development to new areas. One by one the hidden beaches are starting to be exposed to tourism as the well-known beaches have started to be overcrowded.

The Kedungu beach at Tabanan Regency is one of the emerging beaches that has the potential to grow as a destination for tourists. The pristine and tranquil environment is gaining interest from tourists who seek for much less crowded places but still within reach distance to the nearby famous areas such as Tanah Lot and Canggu. Based on the review on Tripadvisor, the excellent waves is one of the reasons this place is gaining popularity among surfers. The rising popularity also providing a promising situation for tourism and hospitality business to grow. One of these businesses is the café and eatery.

The cafe and eatery business is one of the sought-after businesses, not just in Indonesia, but worldwide. Nowadays, consumers are dining out not simply to fulfill basic human needs, but also to have some psychological fulfilment. With the emergent of “third place”, café and eateries have begun to serve as a social hub and a melting pot where people from different backgrounds come together. Moreover, the coffee culture symbolizes something more than just mere consumption but also a social ritual and status signifier (Maspul, 2023). In the tourism area, the café and eatery business also play a vital role in providing recreational amenities and social-place. After the pandemic, the eatery business in Bali shows significant growth. According to the statistic, there is almost 400% growth between 2020 - 2024 (Badan Pusat Statistik Provinsi Bali, 2025). As Indonesia is the home of high-quality coffee, the rising of coffee culture can be seen as a given condition. Following the increasing coffee consumption in Indonesia, there is also a steady growth in coffee shop businesses (Wardhana, 2025). This significant growth can also mean that there is a possibility of saturated business competition. Due to this reason, despite the potential as the new destination, developing a café business in Kedungu beach requires a well-thought marketing strategy, includes branding

In this rising market, the local café brands need to compete with the international café brands that are already been established with their strong and diverse branding strategy. One of the strategies that commonly used by the local café businesses to win the competition is by creating a unique brand identity that puts forward locality and familiarity while developing their brand resonance through social media (Mone et al., 2022). A research to a local café in Malang area that is mostly visited by college students showed that creating a positive brand image that promotes local coffee still holds a positive correlation with consumer loyalty, although not always significantly (Fadhil et al., 2024). This can be an indication that currently, there are still many young consumers who can be easily swayed to choose different brands even though a unique brand identity strategy has already been implemented by a particular café. Nevertheless, the localized brand identity is still very feasible, especially in tourism

area, because the tourists, who in this case mostly come from a more standardized “world”, may seek to find authenticity in the local brand in the destination (Rodrigues et al., 2023).

Branding plays an essential role in marketing. By shaping the consumer attitude toward a brand, it can develop a positive buying decision and even brand loyalty. To serve as a competitive advantage, the branding goes beyond name and tagline, but more, it should create a captivating message around the brand so the consumer can resonate (Jahan et al., 2024). This means that a business needs to pay attention to the branding strategy for the consumer to feel some level of connection with the brand. Especially when the competition is high and every brand is more or less offering the same core products, like café and eatery businesses.

The Surf & Brew Coffee Bar and Eatery is a new business in Kedungu beach area that is affiliated with a villa business. It is a locally owned business that is run by a young entrepreneur. The café business was first open for business in December 2024. The business idea and brand name came from the observation made by the owner who saw an opportunity to reach the surfers market in Kedungu. These surfers expressed their need for cozy gatherings and working places that also serve good coffee and good food (interview, March 2025). While the local competitors around Kedungu may not be too fierce yet, but the close distance location between Kedungu and tourism center areas like Tanah Lot and Canggu, has made the business needs to consider broader competition with the already established cafes & eateries around these two locations too.

The need for creating the branding strategy from the early stage of the business was a concern of the owner, who said *“I want to make a branding which differentiates me from my competitors, I want to make an identity that makes my café get remembered clearly by my customers”*. The owner also expressed that it is still quite difficult to find a fitting branding strategy that can easily attract future customers (interview, March 2025). This concern can be understood, since the café and eatery business is a business with fierce competition. The café feels a necessity to prepare not only for current competition but also future when Kedungu is getting popular and attracting more investors. The owner needs to get the café brand to stand out in the crowd by developing a suitable branding strategy.

## **2. LITERATURE REVIEW**

In developing a competitive brand, Kotler and Keller emphasizes the important of understanding consumer needs and creating value. Branding is a tool to create differentiation and consumer lasting loyalty. The key components in building a brand include the development of value proposition, determining the positioning, creating brand equity and brand personality. A strong value proposition integrates functional benefits, emotional benefits, and symbolic benefits. Positioning means creating a distinct position that resonates with the mind of the consumer and makes the brand special. Brand equity is the intangible value that the brand holds beyond its core product and service. Lastly, the brand personality is needed to build an emotional connection with the consumer (Kotler & Keller, 2016).

The brand experience was a theory proposed by Brakus, et.al. This theory elaborates that the consumer experience with the brand is multi-dimensional. The idea that Brakus proposed was that every encounter between the consumer and brand creates

a unique sensation, emotion, and behavior. Positive brand experience can lead to increased brand loyalty, consumer satisfaction, and eventually positive word-of-mouth. The main components of the brand experience are sensory, affective, intellectual, and behavioral. The sensory involves the senses that contribute to the sensory experience of a brand. The affective involves the emotional responses elicited by the brand such as joy, nostalgia, or pride. The intellectual is the cognitive engagement where the brand stimulates the consumer's thinking or problem-solving. The behavioral is the physical interaction triggered by the brand, for example an active engagement in sports activities that ignited by Nike "just doing it" tagline (Brakus et al., 2009)

### 3. METHODS

This research used the qualitative approach with the data being collected by using the interview, guest comments form, observation, and literature studies. The interviews were conducted to the business owner of Surf & Brew Coffee Bar and Eatery at Kedungu Beach and the visitors of the cafe. The interviews and guest comments form to the visitors are mainly about gaining insight for each of the SWOT elements (strengths, weaknesses, opportunities, and threats) for the café business from the branding point of view, and about the experience the tourists have with the brand. The SWOT then used to analyze the brand experience strategies.

### 4. RESULTS AND DISCUSSIONS

This discussion section will elaborate about the findings in each SWOT (strength, weakness, opportunity, threat) element and the analysis of branding strategy that can be implemented by Surf & Brew café and eatery in Kedungu Beach. The result of SWOT analysis then being used to develop the appropriate brand experience strategy. The steps in developing brand experience strategy include determining the value proposition and brand positioning, building brand personality, proposing the experience-based branding strategies by focusing on sensory experience and storytelling that should be implemented by the café to enhance guest experience.

#### 4.1. SWOT Analysis (Strenght and Weakness)

There are several strengths to be highlighted in Surf & Brew Coffee Bar and Eatery that have usefulness in developing brand experience strategy. They are related to the ambiance, the view, the product, the price, and the location. The ambiance includes a convenient interior with soft lighting and easy-listening music. This is in line with the initial objective of the owner who wants to create a place where consumers can have a laid-back moment with good coffee and food. This is also the reason why the owner chose to name the place Surf&Brew Coffee Bar and Eatery. The ambiance not only suitable for relaxing but also comfortable for the remote worker to work. The cozy ambiance is well described by one of the comment on the guest comment form:

*The café's ambiance is cozy and inviting. Soft, warm lighting casts a gentle glow over rustic wooden tables and potted plants that add a touch of greenery. The quiet hum of conversation blends with the mellow background music—often acoustic or jazz—creating a calm and relaxed atmosphere. The rich aroma of freshly brewed coffee fills the air, mingled with the sweet scent of pastries and baked goods. Occasionally, you might hear the hiss of the espresso machine or*

*the gentle clink of cups and cutlery, all contributing to a comforting, homey environment.*

The view that becoming the strength of Surf & Brew Coffee Bar is the sunset. As it is very close from Kedungu beach, the sunset can be clearly seen in the horizon. During clear weather, the view of Mount Batukaru also becoming a beautiful sight. This is supported by the big windows applied by the café, so there are less obstacles to the views. Most of the comments on the Google review and the guest comment form also stated that the sunset view is one of the attractions of the café.

The food and coffee are the next strength of Surf & Brew Coffee Bar and eatery, especially the Indonesia food selection. According to the interview with some foreign guests, the varied selection of Indonesian food available at the café has become one of the reasons to their repeated visits to the café. The guest said that the Surf & Brew Coffee Bar has a wider selection of Indonesian food than any other café in the area and all are delicious. The comment also mentioning that the food has a fair portion with affordable price. According to the owner, some of the visitors also assert that they have only becoming familiar with Indonesian food after dining at the café (interview, March 2025). This means that the decision to put selections of Indonesian food to the menu has become one of the café positive identities.

The food selections is the strength of Surf & Brew Coffee bar, and the guests are expecting more variation to be added to the menu. This is becoming one of the weaknesses. Since the Indonesian specialty has become the café identity, then a wider selection of Indonesian food is expected by the guests, especially foreign tourists. There are also a comment from the guest that stated about unavailability of plant-based food or vegetarian food. This can be identified as weakness, since the rising of wellness lifestyle, there should be menu variety dan cater to this particular market segment.

Another weaknesses come from the limited number of outdoor seating and the noisy condition due to the echoing sound indoor. The café highlight the sunset view and tranquil ambiance of the its surrounding, so more outdoor seating can support the consumer experience related to tropical village and sunset vibes experience. The relaxed and tranquility should also be supported by the gentle noises inside the café. The current condition is, there are too much echoing noise, especially from the machines such as the blender when the bartender prepares drinks.

#### 4.2. SWOT Analysis (Opportunity and Threat)

The first opportunity that can be used by the café is the fact that Kedungu is a new emerging destination with less local competition, so it will be easier to set up the brand and explore the consumer experience. There is also a rising number of surfers that starting to choose Kedungu Beach as their surfing spot. The Surf & Brew location is only approximately 100-200 meters away from the beach, so according to the owner there is an increasing number of surfer visitors to the café. By creating a well-designed brand experience that suits this market segment needs may lead to consumer loyalty and word-of-mouth promotion among the surfer community.

The threats to Surf & Brew Café are nearby cafe competitors that also target the surfer segments, and also competition with the already famous areas like Canggu and Tanah Lot. As the location is new, it means it will be highly dependent on the visitors that originally stayed in Kedungu and its surroundings, or those visitors who are interested in coming to Kedungu to have activities such as surfing or horse riding. So,

in order to attract a wider market segment geographically will be a challenge, unless the café has a strong presence and branding.

#### 4.3. Branding and Brand Experience Strategy

The branding strategy was developed to correspond to the Kotler’s branding strategy theory and Brakus’ branding experience dimensions. The analysis to the SWOT elements can be used to develop brand experience strategies by first considering what positioning that Surf & Brew can take in the market, what value proposition and brand personality that suit the positioning. Then, determining the brand experience strategy that includes the sensory, affective, intellectual, and behavioral elements.

**Table 1.** SWOT Matrix

<p>INTERNAL</p> <p>EXTERNAL</p>	<p><b>Strength</b></p> <ol style="list-style-type: none"> <li>1. Cozy atmosphere</li> <li>2. Sunset view</li> <li>3. Variety of delicious Indonesian food compare to competitors</li> <li>4. Affordable prices</li> <li>5. Good coffee</li> <li>6. Location (approx. 100-200m from Kedungu beach)</li> <li>7. Comfortable place to work</li> </ol>	<p><b>Weakness</b></p> <ol style="list-style-type: none"> <li>1. Indonesian food selection not wide enough</li> <li>2. Do not have any loyalty program yet</li> <li>3. No plant-based or gluten- free food</li> <li>4. Not enough seating area, especially outdoor</li> <li>5. Too much echo indoor that might influence the guest experience</li> </ol>
<p><b>Opportunity</b></p> <ol style="list-style-type: none"> <li>1. A lot of surfers come to Kedungu beach and look for nearby café and eatery to grab coffee before surfing and to gather, work, and dine</li> <li>2. Kedungu is a new destination with less crowded competitor</li> <li>3. Availability of interest in Indonesian food and local coffee among tourists</li> </ol>	<ol style="list-style-type: none"> <li>1. Positioning the Café as a community hub for Surfer and digital nomad</li> <li>2. Highlight the sunset view as the brand key visual asset</li> <li>3. Emphasize cozy workspace</li> </ol>	<ol style="list-style-type: none"> <li>1. Enrich the menu variety with seasonal Indonesia dishes and Special menu rotation</li> <li>2. Implement a surfer-friendly loyalty program</li> <li>3. Reward regular customer with free coffee refills to encourage retention</li> <li>4. Optimize outdoor seating capacity</li> <li>5. Reduce indoor echo by incorporating acoustic-friendly material</li> <li>6. Introduce plant-based and gluten-free Indonesian food options</li> </ol>
<p><b>Threat</b></p> <ol style="list-style-type: none"> <li>1. Nearby café competitors</li> <li>2. Competition with famous area such as Canggu and Tanah Lot</li> </ol>	<ol style="list-style-type: none"> <li>1. Brand the café as a pre-surf ritual spot</li> <li>2. Capitalizing on Kedungu’s emerging destination Appeal</li> <li>3. Reinforce the café’s commitment to Indonesian coffee-craftmanship</li> </ol>	<ol style="list-style-type: none"> <li>1. Build brand personality that resonates with beach lifestyles</li> <li>2. Developing Community collaboration</li> </ol>

(Source: Data Processed, 2025)

#### S-O Strategy

##### 1. Positioning the Café as a community hub for Surfer and digital nomad

The cozy ambiance is one of the café’s strengths. By pairing it with the opportunities that show an increasing number of surfers tourists in the area, the café can position itself as a community hub for surfers. Through the hub, Surf & Brew can provide an environment where the community can gather, eat, drink, and create a bond

with each other. This can make the café's brand hold an important role in the consumer's social life, in this case, the tourists.

2. Highlight the sunset view as the brand's key visual asset

The sunset view can be used to leverage the marketing and promotional campaign. The Surf & Brew café has a unique sunset view, since it is not directly located by the beach, but has a sunset view that also overlooks the village's natural grass field and sometimes during clear weather the guests can also see Mount Batukaru.

3. Emphasizing cozy space

By utilizing sensory elements, such as soothing beach village visuals, relaxing music, and aromatic coffee blends, the café can position itself as a cozy place to gather, eat, drink, and work. According to the owner, the surfers that come to Kedungu are not only for surfing purpose, but also doing remote work. Creating a cozy workspace that is tailored to the remote worker culture can also be used as a competitive advantage. This can be achieved by providing good WiFi connections,

The sensory elements that highlight the cozy feeling should also be applied in promotional campaigns to enhance the consumer association of the brand with the cozy feeling. This can be used to strengthen the affective branding by marketing the café as a place where consumers feel at ease, inspired, and connected to nature.

### **W-O Strategy**

1. Enrich the menu variety with seasonal Indonesian dishes and special menu rotation.

According to the interview with the foreign tourist who visited Surf & Brew, one of the reasons for their repeated visits are the Indonesian food selections. This shows that the tourists are very interested in Indonesian dishes. However, the limited selections of Indonesian dishes can lead to boredom. Therefore, it is important to add variations to the menu. The strategy that can be applied to enrich the menu without risking to have rarely sold items is by introducing seasonal menu and special menu rotation. The café can explore different menu from different provinces in Indonesia to keep consumers engaged. Every special menu can come with a short storytelling to inform the guest about the menu so the need for intellectual experience of the consumer can also be fulfilled by the brand.

2. Implement a surfer-friendly loyalty program

As the café positions itself as a surfer's community hub, offering a surfer-friendly loyalty program can also be an option. This can attract more surfers as they feel the benefits from the loyalty program, especially when the surfers do daily surfing activities at Kedungu.

3. Reward regular customers with free coffee refills to encourage retention

Other than the surfer loyalty program, the café can also reward regular consumers with free coffee refills at certain hours of the day. This can encourage retention, and promote a positive brand experience as the consumers may feel rewarded for being regular consumers.

4. Optimize seating layout

The guest comments also mentioning the limited capacity at outdoor seating area. The sunset view and village atmosphere at Surf & Brew make visitors look forward to enjoy sunset at outdoor seating. As increasing capacity may be difficult, the café can adjust the layout so the consumer at indoor seating can also experience the sunset just

as good as the outdoor seating. The café can also use lighting adjustment during sunset by making it into a warmer tone, to extend the golden hour experience for the indoor guests.

5. Reduce indoor echo by incorporating acoustic-friendly material

Too much different and imbalance noises can disturb the brand experience. The guest comments show that most of the visitors express their fondness of the relaxing ambiance, any unnecessary noise disturbance should be reduced. The café can incorporate acoustic-friendly material, so the noise ambiance can be softer. This particularly necessary near places where the bartender operating blender machines.

6. Introduce plant-based and gluten-free Indonesian food options

With the increasing of wellness lifestyles, there are also increasing demand for plant-based and gluten-free food. The café can introduced plant-based Indonesian food so it can keep its position as an Indonesian food specialty café. Partnership with local organic suppliers can also be done to align with sustainability effort.

### **S-T Strategy**

1. Brand the café as a pre-surf ritual spot

According to the owner, the surfers need a dose of caffeine to get more energized during surfing. Surf & Brew can brand itself as an ideal pre-surf ritual spot by offering breakfast packages with good quality coffee. The morning ambiance can be made more energizing by playing enlivening music. The café can also create a social gathering atmosphere in the morning by making morning special events for surfers with special discounts.

2. Capitalizing on Kedungu's emerging destination Appeal

To compete with the already famous areas such as Canggu and Tanah Lot, Surf & Brew can capitalize the pristine appeal of Kedungu as emerging destination to attract more people to come to Kedungu. Building a hospitality branding strategy as part of marketing cannot be separated from the marketing of the destination, as people will only visit the business if they are interested in visiting the destination.

3. Reinforce the café's commitment to Indonesian coffee-craftmanship

The competition from other cafés in the area can be overcome with a strong brand identity. In this case, the local Indonesian identity. The experiential branding to enhance Indonesian identity related to coffee can be from the reinforcement of Indonesian coffee-craftmanship. The café can explore Indonesian traditional coffee brewing and use the special brewing technique as an added value to ignite the consumer's intellectual experience. Regular interactive coffee tastings can also be used to enhance a sensory experience with the brand.

### **W-T Strategy**

1. Build brand personality that resonates with beach lifestyles

Building a strong brand resonance can be a strategy to create bonds between brand and its consumer (Saputra et al., 2021). Being just around the corner from the beach with many surfer customers, Surf & Brew can create a more beach vibe personality to the brand experience so it resonates more with the consumer. Since the market of Surf & Brew not only surfers, but also other beach lifestyles consumer, the café can choose to use some of the surfers personalities that are not too specific to create the café's brand personality that can resonate to wider market segments than just surfers. These personality traits such as free-spirited, laid-back, authentic, eco-conscious, and



community-driven. The sensory clues that can be applied such as wooden and sandy color pallets, wave-inspired designs, chill surfer's playlist, relaxing wave sounds, fresh beachy scents, and organic-textured materials.

## 2. Developing Community collaboration

The co-creation of value is seen as essential in restaurant business to create emotional brand attachment and increasing customer satisfaction (Hussain et al., 2021). To realize this value, Surf & Brew can partner with local communities such as local surf school, eco-tourism provider, other local businesses so there are mutual collaborations. Create weekly or monthly events that encourage the community members to engage, for example, making a "sunset stories" event, where the community members can share travel tales while enjoying a signature drink that can enhance the branding by naming it "sunset surf brew". The café can also create a "skill-sharing" and digital nomad co-working sessions to foster collaboration and community building that utilize the cafe as a hub.

Based on the elaboration of strategies in the SWOT matrix, some brand experiences key points can be implemented by Surf & Brew Coffee Bar and Eatery.

### a. Sensory

The sensory elements can be used to stimulate the senses of the consumer. Some sensory experiences that can be implemented by Surf & Brew Coffee Bar and eatery to improve the brand experience are highlighting the sunset view as the brand's key visual asset and optimizing the seating layout to improve comfort while enjoying the sensory-rich beachside village moments. Reducing indoor echo can enhance auditory experiences so conversation and working more pleasant. For olfactory stimulation, the café can use the fragrant aroma of Indonesian coffee by brewing coffee periodically throughout the day.

### b. Affective

The affective elements are meant to develop emotional connection. According to the SWOT, positioning the café as a community hub can help in building emotional bonds through belonging. Implementing a loyalty program and even rewarding regular customers with some free coffee refills can encourage familiarity and appreciation. Building a brand personality that corresponds to the beach lifestyle can also reinforce emotional ties through identity relatedness.

### c. Intellectual

Surf & Brew Coffee Bar and Eatery can stimulate the consumer's thought and curiosity through several actions. The enrichment of the menu variety with seasonal Indonesian food and beverages can be accompanied with some storytelling about the cultural information of the food and beverages. A program like cooking class can also be implemented to introduce Indonesian food and beverages. Highlighting the story of Balinese coffee while reinforcing the café commitment to Indonesian coffee craftsmanship can also be an intellectual experience by encouraging learning and appreciation for quality Indonesian coffee. The cafe can further promote knowledge-sharing and cultural exchange by developing community collaboration.

d. Behavioral

The behavioral dimensions is used to encourage action and participation with the brand. In the case of Surf & Brew Coffee Bar and Eatery, making the café as a pre-surf ritual spot can encourage repeat visits, which then can be used to build a close relationship between the brand and surf activities. Creating events that foster shared activities and social interaction can significantly enhance consumer engagement with the café, making the customer feel involved rather than just passive consumers.

## 5. CONCLUSION

In a popular tourism destination, such as Canggu – Bali, the café and eatery business must strive to compete. The competition is not only with the local brand but also international brand, or sometimes local brands that are owned by foreigners. With the density of businesses in the center of tourism area, the emerging new destination usually appear. Kedungu beach is one of them. Within a reach distance from Canggu, the area becoming new favorite for tourist who seek a more pristine and quiet environment. Surf & Brew Coffee bar and Eatery is a locally owned business in Kedungu that has just started to build its brand. After a series of identification to the internal and external situation of the café through SWOT analysis, it is found that the café strengths are the view, ambiance, variety of Indonesian food, and good blend of local Bali coffee. These aspects can be explored to enhance the brand-experience strategy for a competitive advantage. Looking at the increasing number of surfers and digital nomad in the area, and the café close distance with the beach, positioning the brand to be a community hub for surfers and digital nomad is viable. From this positioning, the café can develop a value proposition that highlights itself as a place where surfers, food lovers, and remote workers can find their perfect spot. To appeal to these market segments, a brand personality that gives the vibes of free-spirited, laid-back, eco-conscious, and community-driven can be implemented, by expressing them in the sensory elements of the café, the storytelling that feeds the intellectual needs of the consumer, and creating events that foster collaborations. By integrating the proposed branding strategy and brand experience framework, the café can strengthen the emotional engagement, consumer loyalty, and competitive differentiation with the local competitors while leveraging Kedungu Beach emerging appeal and competes with the already famous nearby areas, such as Canggu and Tanah Lot.

This research has several limitations, including the challenges in gaining comments from the tourist consumers and limited time frame. Nevertheless, it is expected that the result of the research can be used as an insight by the businesses to build a stronger local brand. A suggestion for future research may look deeper into the behavioral aspects of the tourist in Kedungu area and how it is different from more famous areas, so the stakeholders of the industry can have a better understanding on how to develop the brand-experience strategy for their businesses.

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