

## ABSTRAK

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*Many old coffee shops have become hereditary businesses and still exist today. However, in this modern era, coffee shops are starting to change their ways to fit with the modern era. This is starting to have an impact on the loss of young people's knowledge about old coffee shops. For instance, Warung Kopi Purnama which has been built for almost 100 years and is located in Bandung. The menu offered is a combination from three countries, namely China, Indonesia and Netherlands. Their best seller product is coffee and srikaya jam. The name is indeed a coffee shop but they also provide main courses such as nasi goreng, bakso ayam, etc. The method used in gathering the information needed for this study is qualitative approach by interviewing the related source person. The results of this study show that during a pandemic to maintain their business they just follow the rules given by the government and the way Warung Kopi Purnama preserves its business is by maintaining the authenticity of the atmosphere, the food and the way it is served. Also the customers loved to come back again because of their consistency.*

*Keywords: Warung Kopi Purnama, Bandung, Old, Modern Era, Business, Bandung Alkateri Road, Bandung Coffee Alkateri.*