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Second Submission of Content Writing Plan

Content Writing Plan	
Your Brand	Kawan Kopi
Tagline	“For the Stories That Never Really End.” (<i>“Untuk Cerita yang Belum Selesai.”</i>)
Product	Kawan Kopi – Bandung-based local coffee shop that promotes warmth, connection, and genuine human interaction through the experience of sharing coffee.
Caption	<p>Every cup holds a story — sometimes about those who stay, and sometimes about those who quietly left.</p> <p>But there’s always a little warmth waiting in between.</p> <p>Kawan Kopi — <i>for the stories that never really end.</i></p> <p> #KawanKopi #ForTheStoriesThatNeverEnd #WarmthInEveryCup #CoffeeThatListens</p>

Storyboard				
No.	Scenario/Action	On-screen Text	Voice Over	Duration
1.	Opening shot: City lights of Dago and Braga at night — headlights reflect off the damp street, pedestrians walking slowly, Bandung glowing softly.	“Bandung, the city that glows quietly.”	“Some places don’t change — they just wait for us to come back.”	00:00–00:10
2.	Morning at Kawan Kopi: a barista prepares espresso, steam	“Every warmth begins with a	“The smell of coffee always	00:11–00:20

	rises softly. Sunlight enters through the window, warming the counter.	cup.”	feels like a homecoming.”	
3.	Close-up: coffee beans being ground, latte art poured gently. The instrumental intro of “ <i>Ini Abadi</i> ” begins in the background.	-	Ambient coffee grinder sound + soft music (no narration).	00:21–00:30
4.	A young man sits in the corner with his laptop, typing and smiling faintly. A cup of coffee steams beside him. The light feels slow and peaceful.	“Maybe what we miss isn’t the place... but the moments we left behind.”	“In this city, even silence feels like a conversation.”	00:31–00:45
5.	Flashback: the same man laughing with his friends at the same table. The café feels brighter, livelier. The song transitions into its verse.	-	“Time moves on, but some warmth lingers.”	00:46–01:00
6.	Back to present — the old friend walks in. They share a quiet glance, then a small laugh. Their friendship feels both distant and familiar.	“Some stories never really end.”	“We keep finding our way back — one cup, one conversation at a time.”	01:01–01:20
7.	Montage: people around the café — a couple sharing a laugh, two students brainstorming, an older man reading his newspaper. The song reaches its emotional chorus.	“For every story, there’s always warmth to come back to.”	“Maybe this... this is what forever feels like.”	01:21–01:40
8.	Close-up: two coffee cups clink together, steam rising between them. Camera slowly pulls back to show the calm café interior and Bandung morning light. Fade out to logo.	“Kawan Kopi — For the stories that never really end.”	<i>Soft male voice:</i> “Some warmth is meant to stay.”	01:41–02:00

Column Explanations:

- **No.:** The order or number of the scene.
- **Scenario/Action:** A short description of what happens in the scene/the storyline/the character's movement.
- **On-Screen Text:** Text or quotes that appear directly on the video screen.
- **Voice Over:** The narration or spoken line that accompanies the visuals.
- **Duration:** The estimated time span of the scene (e.g., 00:00–00:06).