

ABSTRACT

Indonesia has the opportunity to develop coffee processing because it has a large market and is supported by the potential of raw materials. Coffee has become the food and beverage sector in Indonesia, Indonesia has been known as a coffee producing country that is slowly developing into a coffee consumer. One of the coffee producers in Indonesia, Puntang Coffee, Puntang Coffee is a coffee producer from Gunung Puntang which has a coffee plantation with 125 coffee farmers, puntang coffee also processes its own coffee beans and also Puntang Coffee has a coffee shop located on Mount Puntang. Puntang coffee is located in Kampung Nyempet Kadu Gunung Puntang, Bandung. Puntang Coffee sells Arabica and Robusta coffee beans with a variety of coffee bean processing and has a delicious taste, the coffee products are sold online and offline at the coffee shop Puntang. But it is unfortunate that Puntang Coffee does not yet have a good brand identity, therefore with this design it is expected to boost sales of Puntang Coffee.

Keyword : Puntang Coffee, Coffee Plantation, Coffee Beans, Brand Identity, Coffee in Indonesia