

**ABSTRACT**  
**DESIGNING PROMOTION STRATEGY**  
**OF KOPI GEMPLONG KEBUMEN**

*Central Java province is the fifth largest robusta coffee production center in Indonesia. One of the areas in this province that has the potential to develop robusta coffee is in Giritirto village, Karanggayam District, Kebumen District. In the village there is coffee product called Kopi Gemplong. The characteristic of this coffee is the manufacturing process that is done by being pounded by mothers. However, this product has not been recognized by the wider community, has not been equipped with visual identity, the packaging used has not shown any privileges, and the promotional activities have not been done optimally. The methods of data collection done in this design are interviews, questionnaires, observations, documentation, and literature studies. Data analysis uses comparison matrix as a reference in design concept. Therefore, it is necessary to design a promotional strategy by designing a visual identity that can be implemented into the packaging and promotional media to inform and attract the people to buy the products of the coffee. By the design of this promotion strategy is expected to coffee Gemplong can be better known by the audience, so it can improve the community economy.*

*Keywords: Visual Identity, Promotion Strategy, Kopi Gemplong*