

ABSTRACT

Indonesia is known as a maritime country, but it is also known as an agricultural country because of most Indonesian people live in agriculture. Indonesia is known to other nations for its natural resources wealth, one of them is coffee. There is one of Indonesian coffee producers, Mancakau Coffe, is located in Pesisir Selatan Regency, West Sumatera. Mancakau Coffe is planted, harvested, processed, and produced at Nagari Koto Rawang, and it has 30 ha of land and 150 coffee farmers. Mancakau Coffee sells robusta coffee in the form of seeds and powdered. This Mancakau Coffee itself begins in 2018 with the first name was Koto Rawang Maju Coffee, and at the end of 2019 have a pack and brand with the name Mancakau Coffee. Unfortunately, this local coffee product has not yet developed a good brand identity and has not maximizing their online store and offline store. Therefore, with this brand design, it is expected that Mancakau Coffee can be promoted to popular acceptance in the hopes of increasing sales of Mancakau Coffee itself.

Keywords : Coffee, Mancakau Coffe, Brand Identity, Local Coffe