

ABSTRACT

The coffee industry in Indonesia itself has been quite successful in the last few years, coffee which was initially more dominated by instant and packaged coffee, has now begun to mushroom coffee shops (coffee shops) which are quite attractive to the public, with the term coffee shop itself has become a trend for itself. certain circles, especially young people who are very interested in coffee shops as an ideal place to hang out. Like the Gerobak Kopi Payakumbuh which has become an ideal hangout place for young people and the people of Payakumbuh City, who do not yet have a visual identity and proper media promotion as a coffee shop, with intense competition in the coffee industry, the Gerobak Kopi needs a visual identity and media to consumers because visuals themselves can create a good impression and consumers can more easily recognize a coffee shop promotion. With this background, the author tries to design a visual identity and promotional media to create a good identity as a coffee shop and in accordance with the profile of Gerobak Kopi. By using qualitative methods such as data collection, observation, interviews, literature studies and questionnaires that are in accordance with the design and analyze the data using the matrix comparison method and SWOT to get the results of the design concept. The design of this final project is expected to create a visual identity and promotional media for the Gerobak Kopi Payakumbuh, which aims to create a good identity as a coffee shop. In addition, this design also aims to determine consumers and potential consumers of the Gerobak Kopi and create an impression of locality for the Gerobak Kopi.

Keywords: Branding, Visual Identity, Promotional Media.