

ABSTRACT

Many cafes apply Indonesian specialty coffee with their own cafe concept because Indonesian people like to 'coffee'. As a result, there are many new competitor products that almost resemble the same as Let Coffee, and often experience problems with marketing factors. This study uses qualitative research methods, data collection methods (literature study, observation, interviews) and analytical methods (AOI (Activity Opinion Interest), SWOT (Strength Weakness Opportunities Threats), AISAS (Attention Interest Search Action Share) and Consumer Journey). The theory used is the design of visual communication, consumer behavior, cafes, promotions, advertising, media, and Motion Graphics. The results of the research that Let Coffee has been known to the public, especially residents of Jakarta. The results of the observation showed that men searched for a place to 'coffee' via social media more often than women. The proposed solution for TA is making motion graphics and additional posters hoping to increase USP and brand awareness.

Keywords: young people, motion graphic, cafe concept, hangout, Awareness, USP