

ABSTRACT

Coffee is one of the most consumed beverages by the public in Indonesia. Indonesia itself is also one of the countries with well-known single origin coffee producing areas in the global coffee industry. The uniqueness of single origin coffee is in great demand by coffee lovers and makes it increasingly being offered by coffee selling businesses, one of which is the Selaksa Makna coffee business. One of the obstacles faced by this coffee business is in the promotion efforts carried out. There are shortcomings in efforts to promote businesses and the use of social media in businesses that have not shown any design consistency in the posts made. Methods used for data collection are the method of observation, interviews, questionnaires, and literature study, while the analysis method used the SWOT analysis method and matrix comparison method. The purpose of this study was to produce a promotional media concept for the Selaksa Makna coffee business in increasing consumer brand-awareness of the brand and the product of the business. This study concludes that the design of the right promotional media concept for the Selaksa Makna coffee business is needed in increasing consumer brand-awareness of the business.

Keywords: Design, Coffee Business, Promotion Media.