

ABSTRACT

Coffee is one of the mainstays of Indonesia's plantation industry, with the increase of consumption in coffee, thus becoming a lifestyle for the people who enjoy such drinks. In result, this phenomenon created an opportunity for businesses such as coffee shops are available in Indonesia and specifically in Bandung. Therefore, with an abundance of cafés and coffee shops open in Bandung, there is no exception that the competition between brands is fiercer than ever. One of the many coffee shops available in Bandung, Tri Tangtu Kopi Roasters has been operating since 2016. However, Tri Tangtu Kopi Roasters still lacks in aspects of their visual identity and promotional media to attract potential consumers. This case study is intended to design an appropriate visual identity and a suitable media marketing for Tri Tangtu Kopi Roasters. Furthermore, data were collected qualitatively through literature studies, observations, and interviews. Which then is processed and analysed using the SWOT and AISAS method. In result, the data are implemented to appropriately design a visual identity along with the media promotional strategy to develop a potent brand identity capable of attracting consumers.

Keywords: *Branding, Visual Identity, Media Promotion, Coffee, Coffee Shop*