

ABSTRACT

CV. Kopi Geulis Sumedang is a local MSME engaged in the production and serving of quality coffee, but still faces challenges in reaching general consumers, especially the lower middle class. Although it has been recognized among coffee lovers, the brand visual identity used is considered unable to represent the value of the product widely and inclusively. This research aims to redesign the visual identity of Kopi Geulis derivative products as a branding strategy that can expand market reach without losing the premium image that has been formed. The methodology used includes field observations, interviews with business owners, consumer surveys, and literature studies. Data analysis was conducted using SWOT approach, qualitative descriptive analysis, and visual comparison of competitors. The results of the design are focused on the preparation of an integrated visual identity system in the form of a Graphic Standard Manual (GSM), which includes logo elements, colors, typography, packaging, and promotional media. The final result of the design is expected to increase the visual appeal of the product, strengthen the brand image, and increase the competitiveness of Kopi Geulis in the local market. This research also provides a theoretical contribution in the development of visual communication design-based branding strategies in the Indonesian coffee MSME sector.

Keywords: *Visual Identity, Branding, Coffee MSMEs, Visual Communication Design, Graphic Standard Manual.*