

## **ABSTRACT**

### **REDESIGNING THE VISUAL IDENTITY CAFE HET HUISJE AND IMPLEMENTATION ON MEDIA PROMOTION**

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Cafe het huisje is one cafe in depok selling food and beverage stood since 2016. As cafe have flavor the western europe, visual identity het huisje not describe of business or his company. The identity of visual been possessed by cafe het huisje still not describe the brand image of a cafe stylized with the dutch flavor continent western europe. In addition, the logo of cafe het huisje is weak simple and easily read. Besides visual identity, het huisje also less noting the system and structure of the logo on each media promotion. Their final task aims to image building cafe het huisje stylized dutch 1920 year by having flavor continent western europe. Through the visual design identity and the application of on media more systematic and structured. Data collection made it through observation, interview, the literature study, the questionnaire, and the matrix analysis by comparison. Through the visual design identity and application of on media appropriate are expected to help cafe het huisje in strengthening image firm as cafe stylized with the dutch flavor continent western europe.

Keywords: visual identity, media, cafe, het huisje