

## **ABSTRACT**

Indonesia is the fourth-largest coffee producer in the world. Within a few years, coffee businesses are flourishing in Indonesia and coffee consumption also increased, but it's not equal to coffee production which are only slightly increased along with the increasing of imported coffee that surpass the local coffee production per year. Lack of consumer knowledge on the taste of Indonesian coffee makes consumer still prefer imported coffee over local coffee. Rooster Koffie is one of many coffee shop in Medan that provides a variety of local processed coffee. This project is using a qualitative method to collect data and analyze it using SWOT analysis. This project shall make Indonesian peoples specifically in Medan to be more love to local coffee and can make a local coffee community from coffee shop to coffee farmers more prosper.

Keywords: Coffee, Local, Visual Identity, information Media.