

ABSTRACT

Tea drinking culture has become a glorious culture of Indonesia. Moci is one of the distinctive cultures of drinking tea originating from the City of Tegal. But at this time the consumption of tea in Indonesia is still relatively low when compared with the average tea consumption in the world. Tegal Regency Government also provides instructions to enliven the culture of drinking tea. And to introduce the tradition of tea drinking authentically of Tegal namely Moci Tegal. Therefore, people's knowledge and interest in Moci culture need to be enhanced. One way that tradition can be conveyed well is by designing a campaign for socialization with interesting branding. The study was also conducted with qualitative research methods such as observation, literature study, interviews, questionnaires, and coupled with SWOT analysis methods. In order to produce branding for the Moci Tegal campaign which not only pursues the function of cultural and aesthetic preservation but also provides a new interpretation of Moci tradition as a glorious tradition in the Tegal Community.

Keywords: Culture of drinking tea, Moci tradition, campaign.