

## ABSTRACT

### *DESIGN THE BRAND IDENTITY OF UMBRA COFFEE LAB AND THE IMPLEMENTATION IN PROMOTION MEDIA*

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*The large number of businesses in the coffee bean sector in Makassar has created intense competition. More and more people also want to learn in the field of coffee, but the city of Makassar, which is still developing, does not have many educational platforms about coffee beans. Umbra Coffee ID is one of the coffee shops or Kedai Kopi located in the city of Makassar which is eager to help the public in realizing their desire to learn more about the world about coffee, this is expected to make the world of coffee more developed, especially in Indonesia. However, Umbra Coffee Lab itself is still in the planning stage so it doesn't have a visual identity yet. Having a business should have a brand identity and promotional media, which can describe the special characteristics of a company that is owned, corporate identity is very important in helping a company process to increase public awareness and trust in recognizing the company. In this study, the authors collected data through the method of observation, literature study, and interviews with the owners of the Umbra Coffee Lab business, which were then analyzed using the methods contained in the design strategy framework, ranging from SWOT analysis, STP, and Comparative Matrices. After analyzing, the writer designs a design strategy starting from visual identity or logo, media promotion and design innovation. With this Final Project, it is hoped that it can help Umbra Coffee Lab in developing the potential and opportunities to become one of the best coffee schools in the city of Makassar so that it can compete in the tight development of the coffee world.*

*Keyword: Brand Identity, Media Promotion, Coffee School, Umbra Coffee Lab*