

ABSTRACT

Bandung is a city that is famous for its culinary diversity, and coffee is one of the culinary delights that Bandung has been famous for for a long time. There are so many Small and Medium Enterprises in Bandung that have opened a coffee shop business, with market segmentation, namely young people or commonly known as millennials who like to spend time at coffee shops to meet friends and some young workers who need a place with a calm atmosphere to complete office tasks. With this phenomenon, to get the attention of potential consumers, a good visual identity is needed, but this has not been reflected in Bennih Coffee. In this design, the author makes a visual identity with the analysis method of similar competitors and the needs of consumer habits, the method used to design the visual identity is through interviews with shop owners and questionnaires to consumers. The results of the data are then used as a visual identity design that represents Bennih Coffee itself.

Key Words : Visual Identity, Promotion Media, Coffee, Coffee Shop