

ABSTRACT

According to the ICO survey in 2017, coffee consumption in Indonesia has increased by 8%, which makes coffee shops loved by entrepreneurs. UD Mitra Coffee Yogyakarta is a coffee shop with self-service concept as a salience brand, but the absence of brand communication makes the message not conveyed to customers. In order to make the self-service concept can be conveyed, it is necessary to design promotions as brand communication to improve brand salience which will later lead to brand awareness among consumers. The purpose of this design is the formation of a creative strategy design that can improve brand salience through media and visuals. The method that will be used in this research is the qualitative method and the AISAS analysis model. The theories used are promotion, advertising, creative strategy, brand salience and awareness, advertising messages, and visual communication design theory. The final result of this research is a promotional design in the form of experimental media through a coffee tumbler.

Keyword: promotion, experimental media, UD Mitra Coffee