

ABSTRACT

REDESIGN OF VISUAL IDENTITY AND PROMOTIONAL MEDIA OF TAHURA DJUANDA COFFEE BANDUNG

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This study was motivated by the rise of coffee shops that were established in the City and Regency of Bandung. One of them is Tahura Djuanda Coffee which is located near the Djuanda Forest Park, Bandung. Kopi Tahura Djuanda already has a logo that represents its cafe or coffee shop, but the visual identity and promotional media for Kopi Tahura Djuanda are still not getting enough attention to complement promotional and marketing activities. The purpose of this study is to design a visual identity and promotional media for Kopi Tahura Djuanda. The research method used is qualitative using observation data collection, interviews, questionnaires and literature study. The data analysis methods used were visual data analysis, questionnaire data analysis, SWOT analysis, and comparison matrix analysis. The results of the design are expected to make Tahura Djuanda Coffee better known by the people of Bandung and increase sales turnover.

Keywords: *Visual Identity, Coffee Shop, Promotional Media, Branding, Marketing, Tahura Djuanda Coffee.*