

ABSTRACT

The habit of drinking coffee has become a tendency in the lifestyle of the younger generation. Drinking coffee is a trend for Indonesian teenagers today. With so many cafes and coffee shops in Bandung, the competition between brands is even stronger, each brand has its own strategy in attracting its consumers. Branding is very important in the competition between brands in order to compete with other competitors. The method used to meet the data in the design of visual identity and promotional media for transit coffee uses the literature study method, observation method, interview method and questionnaire method. Based on the results of research to increase the interest of Transit coffee visitors, what to Say that will be delivered is "Feels Like Home". The tagline was chosen because this sentence is effective and uncomplicated so that it can be easily remembered by the target consumer, and also this sentence describes the concept carried by Transit Coffee. Then How to Say in designing promotional media using the AISAS method. Transit Coffee is one of the cafés or coffee shops in Bandung, this coffee shop has a fairly interesting concept by raising the concept of a home. However, there are still many people who do not know and are aware of the existence of Transit Coffee, so to introduce Transit Coffee, it must have a strong visual identity and conceptual promotional media.