

ABSTRACT

The city of Cirebon is one of the small cities in West Java which has many attractions for tourists, both religious, culinary, and historical tourism. itself is a coffee shop that offers a minimalist architectural concept with a little tropical touch which can be seen from the many plants that are used as accents in every corner of the building. The initial goal of creating apart from doing business is to be able to create a creative space for anyone who wants to be creative and is interested in learning about the creative world from the experts. The city of Cirebon itself has many coffee shops with various different concepts. In this study, the authors plan to design a visual identity to create an image so that it is easily recognized and can attract the attention of potential consumers in the city of Cirebon and to be able to convey information correctly about the brand, the visual identity that has been designed will be implemented in the right promotional media. The author has collected data using analytical methods by conducting interviews with the owners of and questionnaires to prospective consumers according to the segmentation, namely the millennial generation who likes to spend time in coffee shops. Based on the data that has been obtained, the author will create a visual identity and its implementation on promotional media which aims to create brand characteristics that can strengthen differences between brands and make it easier to convey information.

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