

ABSTRACT

BRAND IDENTITY AND PROMOTIONAL MEDIA PLANNING AT CAFÉ CO & BAM

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Currently a café is not only a place to buy coffee, but a place that can be called a lifestyle because a cafe is a place for people to do activities such as socializing, working and also meeting. Co & Bam is a culinary business that sells coffee, non-coffee, ramen and other snacks. However, seeing the lack of a strong brand identity that shows the company's image and the lack of effective promotional activities carried out make this business less well known by the wider community. The method used in data collection is the method of observation, interviews, questionnaires, and library studies. Then the data was analyzed using the comparison matrix analysis method and questioners analysis. This design is focused on visualization elements which include logos and other supporting media. With the redesign of brand identity and promotional media, it is hoped that it will increase consumer brand awareness of the Co & Bam café.

Keywords : Brand Identity, Promotion Media, Café, Coffee