

ABSTRACT

Kampung Inggris is one of the famous educational tourism (edutourism) located in Pare-East Java. The existence of Kampung Inggris edutourism effected the livelihoods of the people around it. Currently, we can find many culinary businesses such as restaurants and cafes there. It makes the business competition increasing tightly. Such as the café called “Grin Cafe” owned by Adrian Bagus which established since 2014, the location is far from the crowded area and quite so more visitors prefer to go there. Besides , the price of food and drink are affordable. It becomes the strengthen of this café. The weakness is it doesn’t have the visual identity i.e logo which represents the value of Grin Cafe. In an interview with Adrian as the owner, he designed the logo by himself by using mobile for the initial “G” stand for Grin . He felt many local people and tourist don’t know this café. That’s why Grin Cafe needs the new visual identity which represent this cafe. In the design process, the research was using qualitative methods and the data coming from visitors interview, observation and literature studies. And then the data was analyzed by using matrix analysis and SWOT analysis to get design strategy. The goal of this project is to create the good of visual identity of Grin Cafe with expectation there will be more visitor come to this cafe.

Keywords: *Branding, Visual Identity, Brand Awareness, Kampung Inggris*