

ABSTRACT

Rare Kopi is one of the brands that is unable to convey the aims and objectives of the brand to its target audience. Even though the brand has several unique selling points, the target audience of the brand itself still does not understand its aims and objectives. One factor is the lack of direct or indirect interest in the target audience regarding the unique selling points of Rare Coffee itself. Solving this problem will be done by designing a creative message strategy and visual media for promotion that is right on target to the Rare Kopi audience in order to create brand awareness. By using a qualitative method that is burdensome to the data obtained through literature, interviews and questionnaires. Another theory used is AISAS analysis. The final result is in the form of message planning for the RARE Kop event so that the Unique Selling Point (USP) is communicated to the target audience so that USP can be presented directly and visual media design for promoting the event by RARE Kopi to create brand awareness by introducing mascot illustrations with the concept behind the culture and stories, as well as interactive activities such as hands-on learning about video mapping and coffee promotion through discounts with coffee tasting activities. so that brand-related obstacles to the Rare Kopi audience can be resolved.

Keywords: Design exhibition event, hanging out, drinking coffee, culture.