

ABSTRACT
VISUAL IDENTITY DESIGN FOR
COPHEN MEDIA

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The trend of consuming coffee has become a lifestyle for Indonesian people. Likewise, Yogyakarta residents, most college students and students currently use coffee shops to carry out learning activities, do assignments, or just hang out. The number of coffee shops in Yogyakarta is currently around 3000 and it can be said that the development is very rapid. Only at this time, the information about a coffee shop's existence is minimal, causing many of them to be confused when they want to find the place. Copen Media is a digital media that provides information about the coffee industry and is also a provider of advertising facilities for coffee shops that need promotional media. Copen Media has been a guide in the coffee industry business in the DIY region since 2016. In its development, Copen Media has been unable to maximize the potential of the number of existing coffee shops to work with. In addition, Copen Media does not yet have a representative visual identity, such as inconsistent visual styling on Instagram and Website. Based on data obtained from interviews, questionnaires, observations, and literature studies, Copen Media requires a design strategy as a solution to solve problems related to business aspects and design implementation. From this design, it is expected to be able to maximize B2B marketing and strengthen the visual identity of Copen Media. The benefits of the results of this study can be suggestions for increasing sales and brand awareness from Copen Media.

Keywords : coffee shops, Copen Media, design strategy, visual identity.