

ABSTRACT

The rise of numerous coffee shops across Indonesia in recent years, particularly in Bogor, reflects not only an increasing trend in coffee consumption but also the emergence of new social spaces that actively engage communities. This research aims to understand how the brand identity of UD.Djaya Coffee is constructed through a co-creation process with the Djayavespa community. In facing the increasingly fierce competition in the Bogor City coffee shop industry, UD.Djaya Coffee does not only rely on products and places, but also builds a strong brand identity through collaboration with the community. This research uses a qualitative approach with a constructivism paradigm and data collection techniques in the form of in-depth interviews, observation, and documentation studies. The results show that the co-creation process does not only produce a visual identity or brand narrative, but forms an emotional connection and shared values between the brand and the community. This process runs through six main stages that reflect the active involvement of the community as co-creators of brand identity. The findings show that a strong brand identity can be formed in a participatory and sustainable manner through an authentic relationship between the brand and its supporting community.

Keywords: Brand Identity, Co-creation, Community, Coffee Shop