

ABSTRACT
DESIGNING PROMOTION MEDIA
OF MALABAR HIGHLAND COFFEE

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Coffee is a farm commodity which many cultivated in any provinces in Indonesia, one of them are West Java. Malabar's Highland Coffee are one of West Java Arabica specialty coffee, which cultivated at Margamulya Village, Pangalengan District. Malabar Coffee was already there since Netherlands Cultuurstelsel, (1780-1844). Malabar Coffee Farm is a farm above government's land, which managed by Mr. Dinuri and Rahayu Farmer Group, with 596.00 Ha area of farm. Malabar Coffee prefer to sell their products abroad, than on the Indonesian market. Therefore, Malabar Coffee was unpopular among the Indonesians. So, it's a must, to do some promotion designing in order to promote, and expanding the marketing of Malabar Coffee in Indonesia. The methods of collecting data used observation method, interview, questionnaire, literature studies, and SWOT as a analysis method. By performing these methods, we will get the right promotional strategy to be used by the Malabar Coffee. The objective of this scheme is to bringing back the glory of the Malabar Highland Coffee, as Arabica specialty coffee producer featured West Java and also create effective promotions to Malabar Coffee in the Indonesian market. In order for the people of Indonesia, especially Bandung can find out the origin of Arabica coffee seed West Java, namely Malabar Highland Coffee. And the public could know and be interested to visiting Malabar Coffee's farm which located at Margamulya Village, Pangalengan District - Bandung.

Keyword : Coffee, Malabar, Pangalengan, Promotion