

ABSTRACT
BRAND COMMUNICATION STRATEGY DESIGN FOR COFFEESHOP
BUSINESS MALABAR MOUNTAIN COFFEE IN PANGALENGAN
REGENCY, WEST JAVA

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The growth or development of coffee is greatly increasing in Indonesia. Indonesia is ranked as the fourth largest coffee producing country in the world with a production level of 669,000 tons and it can be said that Indonesia is a coffee paradise, especially for the coffee shop business which is increasing from year to year. West Java is one of the suppliers of coffee beans and coffee businesses in Indonesia and is often called the Java Preanger, which has a characteristic sweeter taste than other coffee beans and is also the origin of the first coffee plantation plantations in Indonesia. Malabar Mountain Coffee is one of the coffee shops in the Pangalengan area that is still not widely known by people because of the lack of branding and promotion.

The research uses the DKV research method, from the aspect of making it done by interview, visual aspect is done by data collection and observation, the aspect of the audience is done by distributing questionnaires, and literature study is carried out to strengthen the concept. Data that has been analyzed using the comparison matrix analysis will be used in designing the strategy. The results of the design will be published through visual identity to promote and enhance the Malabar Mountain Coffee, coffee shop business.

Keywords: Coffeeshop, West Java Coffee, Java Preanger, Brand Communication Strategy