

ABSTRACT

The growth of the middle class and lifestyle changes of Indonesian people make the coffee processing industry has a significant increase, in addition to causing competition in the upstream/coffee plantations. Serdadu coffee plantation is a coffee producer that provides raw coffee or green bean located in the village of Gunungsari, Kab. Cianjur. However, Serdadu coffee plantations do not have a strong brand communication and resulted in many people who do not know and the market coverage is not too wide. In this planning, data collection using observation method, interview and questionnaire. Data analysis uses a comparison matrix as a reference in the design concept. Therefore, it is necessary to design visual brand communication of Serdadu coffee plantations in order to compete in the market, widely known and also can improve the economy of the surrounding community, especially farmers and workers of The Serdadu coffee plantation.

Keywords: Brand Communication, Visual Design, Serdadu Coffee Plantation