

Abstract

The coffee trend is rife at the end of the year, marked by the number of coffee shops built along roads in the city of Bandung, as well as many coffee products that are sold in coffee shops. This is inseparable from the lives of people in Bandung who are interested in coffee drinks or other coffee products. However, the current trend is contrary to the condition of local coffee in West Java, as explained in one of the Republika.co.id articles on "Local Coffee Still Lose from Imported Coffee" says that now the percentage of local coffee in Indonesia is around 30 percent. The rest, domestic coffee needs are met through imports. On the other hand, there is one of the typical coffee from West Java with the name Arabica Preanger has been known worldwide and received an award as the 2nd best coffee after coffee from Brazil. This shows that the quality of local coffee can compete with coffee in other parts of the country. It is clear that the current condition of local coffee does not get the attention of consumers in Indonesia. Lack of information and education is the cause of the low consumption of local coffee in Indonesia, and so far there is no media that contains the types of typical coffee in West Java to be a means of information and education for the people of Indonesia, especially in West Java. It can be concluded that the presence of the media is needed to be able to increase people's attention and consumption of local coffee, especially in West Java..

Keywords: *visual communication media, people, coffee, West Java*