

ABSTRACT

Kopi Bening is a coffee drink product from 210 Roastery. In recent years coffee has become a favorite of young people today, along with that there have been many new coffee shops appearing in several metropolitan cities in Indonesia, one of which is Jakarta, namely 210 Roastery. The discovery of Bening Coffee originated from an accident from the owner of 210 Roastery, starting from the idea of making a machine for brew coffee preservatives where coffee has a saturation period and can turn cloudy after that extract the saturated coffee period and only take the clear ones. The machine used is called Allx (All Extreme), called All Extreme due to extreme temperature shifts. As time goes by, 210 Roastery has been running for 3 years, for sales there has not been an increase, maybe because the identity of 210 Roastery is still not recognized by the public and also many new and similar competitors, this is based on the results of interviews and observations that the author do to 30 correspondents. Lack of promotion and limited information makes a lack of brand awareness about the place. Therefore it is necessary to design a promotion for 210 Roastery, promotion serves as a way to attract customers and increase public awareness. Therefore, the author has an interest in designing the 210 Roastery promotion so that it is more recognized by all groups and also all ages and is able to grow brand awareness of 210 Roastery. In this research, a media strategy through social media such as Instagram, Facebook, Twitter, Youtube and Website. In addition, there are also main media outputs to increase awareness and product knowledge with the aim that consumers can remember their brands and products through events. In this visual design, it applies a vector style by digital simple design style, with a style that does using coffee color gradations. With the application of this design, it is felt that it is in accordance with the target audience and the concept of the event to be held, namely the event with the title CLR Coffee. With vector styling by digital it is also deemed appropriate to the target audience. The visual elements are adapted from the unique coffee brewing techniques of 210 Roastery's homemade machine.

Keywords: 210 Roastery, Kopi Bening, brand awareness, branding, events, promotion