

ABSTRACT

Coffee is one of the plantation commodities that has an important role as a foreign exchange earner, a source of income for farmers, job creation, encouraging agribusiness and agro-industry and regional development. This makes a supporting factor that it provides a promising business opportunity for the Indonesian people, especially for people who understand coffee and are careful to see the gaps in existing business opportunities. The Menitik coffee shop needs a visual identity and promotional media because many people are not familiar with Menitik coffee in order to increase the shop's sales. With this background, the authors chose the goal to design a visual identity and promotional media. The method used is qualitative such as data collection, observation, interviews, literature study in accordance with the design and analyzing the data using the matrix comparison method and SWOT to get the results of the design concept. The visual concept used leads to a classic modern design style. whose elements and elements are in the form of illustrations for visual use, such as logos and aspects or depictions of certain objects using the illustration method.

Keywords: Branding, Font, logo, packaging, tageline.