

ABSTRACT

BRAND COMMUNICATION MEDIA DESIGN TO INCREASE AWARENESS OF BABA SWITA CAFÉ

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The phenomenon of the emergence of various cafes in Indonesia has become an everyday sight. It can be seen from the many cafes that have sprung up from big cities to small towns, including the city of Bandung. Baba Swita is a new cafe in the city of Bandung. Baba Swita's advantages and potential are regularly communicated through only a few media platforms used, and it does not yet have maximum brand communication media, both online and offline, and wants to increase promotional efforts to further increase its awareness. To cover its target market widely, Baba Swita only consistently communicates via social media platforms in the form of Instagram. The phenomenon of the high level of the cafe industry and the rapid development of information media, Baba Swita needs to have good brand communication in order to maintain and cover a wider market, namely by designing media and design systems and their application to communication media as part of brand communication. This research was carried out by collecting data through literature study, observation, interviews and questionnaires which were then analyzed using the SWOT analysis method, comparison matrix analysis, Consumer Insight and Consumer Journey. In designing brand communication media, use an emotional approach as a creative concept to attract public interest in dessert products at Baba Swita cafe. The illustration concept used is simple photography combined with illustrative images as added value and gives an interesting impression. Apart from that, the media concept used is through social media such as Instagram and Tiktok, as well as print media such as posters, loyalty cards, business cards and merchandise. Through designing brand communication media, Baba Swita cafe is expected to increase public awareness of this business so that it can excel and compete with similar businesses.

Keywords: *Design, Brand Communication, café, Awareness, Information Development, Media*