

## ABSTRACT

### FORMULATION A DESIGN STRATEGY AS A RECOMMENDATION FOR IMPLEMENTING BRAND IMAGE AT KOENO TERMINAL POINT COFFEE SHOP

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Koeno Terminal Point coffee shop, established in 2018, offers an authentic vintage concept and a spacious area that is often used for various community events. The main issue lies in the lack of emphasis on a strong brand image, unappealing visuals, and insufficient promotional activities, making it difficult for Koeno to maintain its potential within the existing market segment. This study aims to propose recommendations for a design strategy formulation to strengthen the brand image of Koeno Terminal Point in its business development. The research process was conducted using a qualitative approach, with data collection beginning with field observations, interviews with the owner, distribution of questionnaires, and digital literature reviews. Additionally, target audience analysis and visual comparisons with similar competitors in the same region were conducted. The research findings indicate that: Koeno has potential with its unique concept and spacious location, enabling the coffee shop to maintain its market segment by leveraging its strengths, maximizing promotions, and competing effectively in the long term. Given this potential, the research will apply a strategic design formulation for enhancing brand image through promotional media, with improved visual elements both digitally and conventionally.

*Keywords: Design Strategy, Coffee Shop, Koeno Terminal Point, Brand Image, Visual Media*