

---

## VISUAL BRANDING DESIGN REVIEW OF LOCAL COFFEE STORE IN JAKARTA

**Novena Ulita**

Mercu Buana University, Jakarta, Indonesia

Email: novena.ulita@mercubuana.ac.id

---

### ABSTRACT

*The Indonesian government's campaign, which invites people to love local coffee products, also reinforces the habit of drinking coffee as a contemporary lifestyle. This has resulted in the emergence of local coffee shop product brands in Jakarta that compete with local, non-branded coffee shops, which have seen a lot of demand. This competition ultimately triggers the creativity of producers in creating brand identities as part of the product's marketing power. This study aims to review the visual branding design of local coffee stores in Jakarta. This study uses a qualitative method with a netnographic approach and case studies. This study uses netnographic methods related to the existence of local coffee shops in digital artifacts that are accessed online. By using visual branding and brand identity theory, this study aims to find trends and big ideas in visual design for local coffee shop branding in 2015–2018 in Jakarta as part of the image of Indonesian local brand identity. The results of this study conclude that overall, the visual elements used to describe marketing strategies with big ideas are keywords that are different from each other by describing their respective advantages. The dominant colors used by the eight visual branding samples also support the big idea of professional, classic, modern, locality, ethnic, cultural, and romantic keywords that build these emotions in consumers. This is finally becoming a trend in Jakarta when it comes to how local coffee shops build their brands.*

### KEYWORDS

Brand Identity, Coffee Shop, Visual Branding



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International

---

### INTRODUCTION

The phenomenon of the Indonesian lifestyle of enjoying a cup of coffee is influenced by various factors. According to one online media outlet, the change resulted in an increase in the number of people who enjoy a cup of coffee. This can be seen by the number of bloggers who write about their experiences enjoying coffee and also share

**How to cite:** Novena Ulita. (2022). Visual Branding Design Review of Local Coffee Store in Jakarta. Journal Eduvest. Vol (2): 684-697  
**E-ISSN:** 2775-3727  
**Published by:** <https://greenpublisher.id/>

Instagrammable photos at certain coffee shops. The digital artifact recording has attracted the attention of the public, especially the younger generation, in choosing their favorite place to enjoy a cup of coffee. A journal also stated that lifestyle changes began in 2014 in several cities in the world. People began to switch from drinking in bars to drinking in coffee shops; this also happened in Jakarta. The changing lifestyle is in line with the cultural habits of the Indonesian people, who like to gather and tell stories, thus increasing the habit of drinking coffee in coffee shops. The potential for quality local coffee products in Indonesia also supports the increase that occurs (Cahya, 2017). Rhenald Kasali (2010) writes in his book *Change* that drinking coffee today is not only about eliminating sleepiness or fatigue from one's routine, but also about becoming a part of one's lifestyle (Wardhana & Iba, 2014).

The activity of enjoying coffee in a coffee shop has become a community habit that will continue to exist. The habit of drinking coffee in coffee shops has been introduced in the world since 1475, when Kiva Han, who was in the city of Constantinople (Instambul), Turkey, opened a shop to serve visitors for the first time, serving Turkish coffee. In Europe, the habit of drinking coffee with cream and sugar began to develop starting in 1529, along with the establishment of the first coffee shop in Europe. It started in the Austrian city of Vienna, which was then invaded by the Turkish army, so that at the same time the Turkish soldiers left a lot of coffee supplies in Vienna. Then the development and spread of coffee shops extended to England. The first coffee shop in England was opened in 1652, and the development of coffee shops in Europe was influenced by Turkish culture. Coffee was the most important part of Turkish society at the time, and it has since become part of European culture while in Indonesia. In England, the term "coffee bar" evolved, and visitors gave tips on the available jars as a form of expression of gratitude. The small coffee shop founded by Edwar Llyod in 1668 became a business center and eventually spread to other European countries, starting from Italy in 1654, then to Paris in 1672, and finally to Germany in 1673 (Yuliandri, 2015).

In Indonesia, coffee shops were first introduced in 1878 under the name Warung Tinggi Tek Sun Ho in Jakarta, then continued with Warung Kopi Ake in 1921, Kedai Massa Kok Tong in 1925, Kedai Es Kopi Tak Kie in 1927, and Warung Kopi Purnama in Bandung. 1930. Coffee was introduced when the Dutch government brought in Arabica coffee beans in 1696, which were planted on the island of Java. Coffee products are the mainstay of the Dutch government, which believes Java to be promising (Asriyati, 2019). After experiencing several attempts and disasters in the history of coffee in Indonesia, it continues to grow to this day. Finally, robusta coffee products, which finally thrive in several regions of Indonesia and have a distinctive taste and quality, have made Indonesian coffee famous in the international realm (Senja, Maria, & Oktavianty, 2018).

In addition, enjoying coffee in coffee shops has also become a community habit to this day, starting in rural areas and moving to urban areas in Indonesia. The habit of drinking coffee in several regions of Indonesia is in line with the socio-cultural influence of the Indonesian people, who like to tell stories during their spare time. However, there are also some traditional cultural rituals that use coffee as part of ritual offerings; coffee is believed to be a drink of the gods used to provide enlightenment and connection to the spiritual world (Gumulya, 2018). Along with the influence of globalization and the discourse of modernization, it also causes a shift in behavior in the consumptive culture of Indonesian society. In this case, the behavior of drinking coffee is said to be consumptive behavior because it becomes a trend and pride in itself when you can drink coffee at famous coffee shops. This consumptive behavior then makes commodity products from the cultural industry into signs that provide identity for those who consume them (Khoirunnisaa, 2021).

Coffee is also a drink that is known around the world and is a commodity product (Wei et al, 2019).

This is what later contributed to the rapid development of the coffee shop industry in big cities, one of which was Jakarta. This trend has helped local coffee shop producers, especially those who compete with non-local coffee shops that were previously known. By creating unique branding ideas and having quality characteristics and tastes as well as attractive and creative visual designs, producers are also competing in the contemporary coffee shop industry. This effort is carried out as part of a marketing strategy to become the center of attention and be popular as an Instagrammable community in the online world known as netizens.

"Branding" is the ability of a product to distinguish itself from others. This identity is then presented together with branding, which is known as "visual branding." Visual branding observed from the point of view of the field of visual communication design becomes an interesting case study to study at contemporary local coffee shops in Jakarta. Examining the visual branding of Jakarta's local coffee shops over the last five years results in a documentation note that can be used as a reference and to position the presence of local coffee shops in the industry today. The purpose of this research is to photograph the industry from the local coffee shop business in Indonesia, specifically in Jakarta.

## RESEARCH METHOD

This research uses a qualitative method with a netnographic approach and a case study. Netnography is a research method that is carried out online to collect digital artifacts in the form of available records regarding a matter. A case study is a method of looking at a case from the phenomenon that occurs, how the case process occurs, what influences the case, and why the case becomes interesting enough to warrant further investigation (Sumartono, 2017). With the two methods used, researchers were able to photograph, review, and position the visual branding of local coffee shops in Jakarta from 2015 to 2020. The method of collecting data was online observation, reviewing literature related to the history of coffee and coffee shops in Indonesia, and also collecting documentation data available on social media platforms such as Instagram and Youtube.

## RESULT AND DISCUSSION

### A. Coffee Business and Local Coffee Shop in Indonesia

Based on data from the International Coffee Organization (ICO), Indonesia is the fourth coffee bean-producing country in the world, producing 685 thousand tons of coffee beans per year, or around 8.9% of the world's coffee (Lee et al, 2019). Various types of coffee are produced and spread in several regions in Indonesia. Indonesian coffee beans have their own characteristics depending on the environment, nature, humans, or a combination of the three. Lampung is known as the largest coffee producer in Indonesia, which has robusta coffee. On the island of Sumatra, for example, you can see many types of quality coffee that are also well known in foreign countries, such as North Sumatra Sidikalang coffee, Mandailing coffee, Acehese Gayo coffee, South Sumatra coffee, and so on. On the island of Java, Indonesia is also known for Malang coffee, which is similar to the one in Lampung, Bali coffee, and many other types of coffee (Bunardi, 2021). Indonesia as an archipelagic country has the charm of a very diverse archipelago coffee taste, and the taste is also a taste that has high export quality standards..

The availability of high coffee production has also contributed to the increase in business opportunities for coffee shops, which have finally developed rapidly in Indonesia. The high number of local coffee shops in Indonesia that extend to the regions is a phenomenon in itself. The emergence of famous coffee shops in Jakarta in various areas also supports changes in people's lifestyles, especially the current generation (Herlyana, 2014). Drinking coffee in a different and more exclusive place also changes the meaning of the identity of coffee connoisseurs. There is a distinct impression that is different when just drinking coffee at home or at a coffee shop without using a particular brand. Thus, in the local coffee shop business competition, branding activities in coffee shops are an important consideration. Local coffee shops no longer have to compete with other local coffee shops or local coffee shop brands. Instead, they now have to compete with non-local coffee shops, which used to be common in shopping malls in Indonesia's big cities. .

According to Toffin and MIX, there are four waves of travel for the coffee shop industry in Indonesia. The first wave happened when the type of coffee sachet was only sold in traditional coffee shops or coffee shops. Only a few modern coffee shops provide coffee menus, such as Olala (1990) and Excelso (1991). There are at least four brands in power at this time: Kapal Api (1927), Kopi ABC (1985), Nescafe (1971), and Torabika (1977). The second wave was marked by the presence of Starbucks (2002), Segafredo (2002), and Coffee Bean (2001) in Indonesia. Starbucks first opened its outlet in Ratu Plaza, Jakarta, until the rapid expansion was carried out by the license holder, PT. Boga Adiperkasa Tbk provides transportation to all major cities in Indonesia. In the third wave, Toffin mentions Tanamera Coffee (2013) as a milestone. Anomali coffee was also present in Jakarta, which enlivened the market in 2007. Customers began to pay special attention to the brewing process of coffee made by coffee shops. The presence of a coffee machine becomes a visual reference for customers. In this third wave, J.Co. Donuts & Coffee (2013) and Lippo Group with Maxx Coffee (2015) also appeared. Maxx Coffee competes to present local coffee shops (local coffee products), but with non-local nuances that dare to compete in various shopping centers in the capital city of Jakarta. The fourth wave occurs because the market is growing rapidly. More and more coffee customers are growing due to the rise of cafe-style ready-to-drink coffee products introduced by coffee-to-go outlets (local coffee shops) such as Tuku, Fore, Kopi Kenangan, Promise Jiwa, and so on at much lower prices. affordable. The fourth wave is also marked by the existence of a market for beginner coffee lovers who are not accommodated by sachet coffee or specialty coffee. This market is dominated by Millennials and Gen Z (Kurniawan & Dewi, 2017). They want coffee with a sweet taste that is typical of Indonesia. As a result, in the fourth wave of the local coffee shop industry (Mada et al, 2020), a blend of espresso, milk, and palm sugar became very popular.

The development of local coffee shops in the fourth wave from 2015 to 2020 continues to experience a significant increase. This can be seen from the results of online news digital artifacts that document the number of famous coffee shops from year to year, especially in Jakarta. The following are the numbers of famous local coffee shops in Jakarta from 2015 to 2020, based on research data:

Table 1. Recapitulation of Local Coffee Shops in Jakarta from 2015-2020

Year	2015	2016	2017	2018	2019	2020
Number of Local Coffee Shops Listed and Famous in Online News	32	45	71	99	149	190

(Source: based on researcher data processing through news in online media, 2020)

From the digital news artifact sources available on the internet search engine above, there has been an increase in the number of local coffee shops that occurred from 2015 to 2020. This increase is not only due to the emergence of varied brand names but is also seen in the amount of news coverage related to famous coffee shops in Indonesia. Jakarta. In other words, the need for consumers to look for references to local coffee shops as a special choice of places to enjoy coffee at local coffee shops is also increasing. It was recorded that in 2020, data collection provided 11 local coffee shop news stories, which were properly presented as a means of information and consumer references available on search engines, compared to 2015, which only provided 4 news stories covering local coffee shop references. in Jakarta.

Previous research found that several things led to the big change in the number of local coffee shops in Jakarta in 2015, including:

1. The presence of the Maxx Coffee brand which dares to compete on a large scale through price competition with non-local coffee shops has made coffee connoisseurs begin to shift and split in various shopping centers.
2. The emergence of coffee philosophy novels and films has helped shape consumer perceptions and consumer purchasing decisions not only based on the enjoyment of the coffee products offered, but also from the concept or idea with unique characters offered to consumers, especially millennial styles.
3. Increasing coffee exports, the ICO (International Coffee Organization) in 2015 also noted that in Indonesia there was also an 8% growth in coffee drinkers, exceeding the world's growth of only 6%.

In addition, the increase in local coffee shops is also influenced by the number of artists who open local coffee shops as businesses so that they increasingly provide a contemporary identity for the younger generation, which also wants to be part of the "instagrammable consumer" (Shidqiyyah, 2016), as well as the rise of franchise businesses that developed in Indonesia, which was covered in Mitra Investor Magazine in March 2015 as an interesting topic for entrepreneurs at that time (Farikha, Agustina, & Pancahwati, 2015).

Table 2. Growth of Coffee Shop Franchise in Indonesia

<i>Brand</i>	<i>First Opening</i>	<i>Number of Outlets</i>
Coffee Bean	2001	108
Starbucks	2002	421
McCafe	2005	40
Jco Donut & Coffee	2005	273
Coffee Toffee	2006	100
Anomali	2007	13
First Crack	2012	4
Djournal Coffee	2013	21
Tanamera2013	2013	13
Common Grounds	2013	8
Tuku	2014	7
Filosofi kopi	2015	3
Maxx Coffee	2015	74
Ombe Kofie	2015	6
Upnormal Coffee	2016	20
Bhumi Kopi	2017	2
Kopi Kenangan	2017	175
Kopi Soe	2017	150
Kulo	2018	300

## Novena Ulita

The Gade Coffee&Gold	2018	34
Janji Jiwa	2018	500

(Source : Mada, 2020)

From the table above, it can be seen that local coffee shop brands are able to compete quantitatively with non-local brands such as Starbucks, which was recorded from 2002 to 2020 with only 421 outlets, while the promise of a soul within two years of its presence is comparable to having 500 outlets. This figure is certainly very drastic and proves that local coffee shop brands are able to compete in the market. This is, of course, not only strengthened by a good management system operationally but also influenced by strong brand management. Thus, the brand image that is present through consumer perceptions also provides support for the existence of local coffee shops today. Customer satisfaction and corporate brand image influence consumer loyalty (Yu Te Tu, 2012). The role of coffee brand positioning and customer perception Customer perception is strongly shaped by the attributes of service quality, coffee quality, variety of food and beverages, atmosphere, extra advantages, lifestyle, and price (Wardhana, 2014). In addition, the role of product identity is an important part that needs to be considered so that the existence of local coffee shops can get a place and survive in the hearts of consumers. The identity of the product, which is then visualized through visual branding, is a unique and creative identity that makes local coffee shops competitive (Ulita, Color Review on Visual Branding of Local Coffee Shops, 2019).

### B. Trends in Visual Branding of Local Coffee Shops in Jakarta

This study analyzes the visual branding of local coffee shops in Jakarta according to six (six) basic design elements (Dacin and Brown, 2012; Stoimenova, 2017), namely brand names, logos, color palettes, icons and symbols, typography, and image and photography style. The observations were obtained from the visual aspects observed from each object attached to the local coffee shop branding, including logos, exteriors, interiors, product packaging designs, and designs on social media. However, in writing this journal, only two aspects of visual branding are discussed, namely the brand name and logo.

#### a. Local Coffee Shop Brand Name Trends in Jakarta

Coffee shops in Indonesia are often referred to as "cafés." Terminologically, the word "café" comes from the word "coffee," which means coffee. The habit of drinking coffee has been known for a long time in several cities in Indonesia, especially in the capital city of Jakarta. Some coffee shops appear as a result of the main activities of the community in an area. For example, in the areas of educational environments, shopping centers, and downtown entertainment centers, there is a concept of a coffee place that is deconstructed differently by the manager as a form of providing for the needs of the community around the environment. The architectural pattern and design style of the coffee shop are used as an interaction value for the visitors, who do not directly interact but have visual and emotional contact. With an attractive visual design and packaging, this coffee shop can be a location that has its own meaning in the minds of its visitors. Therefore, the use of visual elements in it as a medium of communication, giving meaning through visuals in the design or as a form of representation of an identity represented by the place, is a valuable element in showing images, writing, information, and aesthetic elements that increase the meaning of a place.

The very fast growth of the coffee shop business encourages business people to compete in every activity, including in the marketing field. In this marketing field, business people conduct competitions, including in determining visual branding. Business people must always be aware of the strategies of competitors who are trying to grab market share. The creation of a brand that consumers can always remember can be one of the things that keeps consumers from switching to other brands. As a result, it is necessary to make an effort so that a product's brand is always associated with the minds of consumers. One strategy that can be used to form a long-term relationship between brands and consumers is to build and manage brand equity appropriately (Lassar, Mittal, & Sharma, 1995).

Along with the brand image, the brand identity is another part of the branding strategy that helps it work. This brand identity is known as "brand identity" because it ensures that the brand is easily recognized and remembered by consumers among other brands on the market. The identity of the brand is not only shown through the name but is also represented through visual elements, which are then known as "visual branding."

The name and how strong a brand is is an important asset, especially for a coffee shop business. A brand is a commodity for consumers, and if managed properly, it can increase the competitive advantage of a business (Kim et al., 2018). On the other hand, many coffee shops, both national and international, are easily recognized by their identities. Consumers can easily remember a brand through the symbols presented by the brand. For example, the green circle symbol with the image of a woman with a crown as the Starbucks coffee logo will be different from the symbols presented by Coffee Bean and Maxx Coffee, even though they use similar visual elements. The founder of the Promise Jiwa brand, a well-known local coffee shop business in 2020, also said:

“...In the food and beverage industry, a product market fit is needed to get products that consumers like, one of which is using the five senses. From the point of view, make sure the brand logo represents its identity. From the taste, the taste must be prioritized because the tongue cannot be deceived. Then, from the touch, it is necessary to ensure that the packaging must make it easier for consumers, not bother them. Fourth, the sense of smell talks about the aroma of coffee, aroma is the most important key in making coffee because it talks about quality. Lastly, listening, when a brand is well received by consumers through strong word of mouth.” (Nabila et al., 2020).

The following are the local coffee shop brand names found from data collection in this study:

Table 3. Brand Names of Local Coffee Shops with the Most News in 2015-2020

2015	2016	2017	2018	2019	2020	
Tanamera Coffee	Ninotchka Coffee and Cakes	Tanamera Coffee	Tanamera Coffee	Anomali	Anomali	
Woodpecker Coffee	Giyanti Coffee Roastery	Ruang Seduh Coffee	Anomali	Woodpecker Coffee	Giyanti Coffee Roastery	
Giyanti Coffee Roastery	1/15 Coffee	Kopi Kina	Common Grounds	1/15 Coffee	1/15 Coffee	
1/15 Coffee	Pigeon Hole	Ombe Kofie	Woodpecker Coffee	Kopimana27	Pigeon Coffee	Hole
	But First Coffee	Ruang Sedu	Giyanti Coffee Roastery	Toko Kopi Tuku	Lucky Cat & Coffee	

	Coffee Shop			
	Toko Kopi Tuku	1/15 Coffee	Kopi Kenangan	Ottomans' Coffee
	Sagaleh		Kopi Kulo	Bakoel Koffie
	Di Bawah Tangga		Kopi Janji Jiwa	
	Kopi Oppa		Kopi Soe	
	Kopi Kebut		Cliq Coffee & Kitchen	
	Kopi Kawi			
	Coffee Smith			

(Source: based on researcher data processing through news in online media, 2020)

If seen from the table above, there are five local coffee shop brands that can be said to have succeeded in building brand image and brand awareness while still maintaining their existence, namely: Tanamera, Giyanti Coffee Roastery, 1/15 Coffee, Anomali, and Woodpecker Coffee. In naming local coffee shop brands, from 2015 to 2020, more and more local terms were used; this also affected the brand's ease of pronunciation and memory for consumers in Indonesia. For example, brands such as Toko Kopi Tuku, Kopi Oppa, Kopi Kebut, Kopi Kawi, Anomali, Tanamera, Under the Stairs, Coffee Brewing Room, Sagaleh, Kopi Kenangan, Kulo Coffee, Promise Jiwa Coffee, Soe Coffee, and Bakoel Koffie So, a brand name that is easy for local people to say makes it easier for them to remember the brand.

a. Visual Branding Strategy for Local Coffee Shops in Jakarta

To conduct a design review of the visual branding strategy of local coffee shops in Jakarta, a sample from each year is needed so that we can capture the similarity of the patterns formed. The selected visual branding sample was obtained from the level of popularity of local coffee shop brands in Jakarta, which had the highest frequency of news coverage in online media and the highest level of popularity on social media from 2015 to 2020. The following is a description:

Table 4. Sample Selection for Observing Visual Branding Strategy

Year	Brand Name	Frequency of Online Media Reporting	Posts Instagram	Followers Instagram	Hashtag Posts and Hashtag Frequency
2015	Tanamera Coffee	3	4.283	108rb	#tanameracoffee 22.9 rb post
	Woodpecker	3	643	8884	#woodpeckercoffee 1000 post
2016	Ninotchka Coffee and Cakes	2	1.142	11,7 rb	#ninotchkacafe 100 post








	Giyanti	2	952	22,8 rb	#giyanticoffeeroastery 1000 post
2017	Toko Kopi		146	70,1 rb	#tokokopituku
	Tuku	4			1000 post
2018	1/15 Coffee	7	3.245	44,1 rb	#onefifteenthcoffee 1000 post
	Tanamera Coffee	8	-	-	-
2019	Toko Kopi Tuku	8	-	-	-
	Toko Kopi Tuku	4	-	-	-
	Anomali Coffee	4	1.320	55.1 rb	#anomalicoffee 16.6 post
	Kopi Janji jiwa	5	1.731	442 rb	#janjijiwa 61,3 rb post
2020	Kopi Kenangan	5	2.022	285 rb	#kopikenangan 55,5 rb post
	Pigoenhole Coffee	5	2.885	35,9 rb	#pigoenholecoffee 5000 post
	Lucky Cat & Coffee	4	210	9.728	#luckycatcoffeekitchen 1000 post
	Ottomans Coffee	4	1.522	16,3 rb	#ottomanscoffee 1000 post




*(Processing data through online observation as of December 30 2020)*

Therefore, from the table above, eight (eight) samples were obtained to be analyzed, representing each year, namely the local coffee shops Tanamera Coffee, Giyanti Coffee Roastery, Tuku Coffee Shop, Anomali, 1/15 Coffee, Promise Jiwa Coffee, Kenangan Coffee, and Pigoenhole Coffee. . If you look at the popularity of the post, here's a visual analysis of the brand based on aspects of the logo, color, and typography:

Table 5. Analysis of Visual Branding Based on Brand Logo

Brand	Visual Branding Aspects (Logo)	Analysis based on Lawand (2015) and Sabrina Moch Rasyid (2015)
Tanamera Coffee		<p>This logo uses a logotype that visually has an association between visuals and the brand name that is present, namely using the visual element of red and the name of the plantera, which means red soil. This logo is visually easy to remember and also easy to pronounce, putting forward the vision and mission as part of the pride of Indonesia and using a classic design style.</p> <p>The big idea that the keyword of this visual is branding is professional and classic.</p>

Giyanti Coffee Roastery		<p>This logo is a logomark and logotype using a golden yellow color, which is very close to Javanese culture. But it still gives a classic impression. The symbol in the logo is formed by deforming the gunung icon (Javanese culture), coffee machine, and ribbon. This logo provides an association with the brand's vision and mission, which are unique and, at first glance, reminiscent of the history of the famous Giyanti Agreement, making it easier for consumers to remember and pronounce. The big ideas that are the keywords of this visual branding are ethnic, classic, and elegant.</p>
1/15 Coffee		<p>This logo uses a logomark using black and white visuals, circles, and numbers that mean "one fifteenth" in English and are associated with the brand name "One Fifteenth Coffee." This logo is a form of transformation from split coffee beans, but with a modern design style. This logo has a modern appearance; it is simple but still conveys a clear standardization in the enjoyment of a cup of coffee. One fifteenth is the right amount of coffee to use in brewing a cup of coffee, so this is the advantage of this coffee shop. This makes the logo easy to remember and easy to pronounce.</p> <p>The big idea that the keyword of this visual is branding is professional and modern.</p>
Anomali Coffee		<p>This logo uses a logomark and logotype that are easy to remember because they use simple visuals. The icon shown is a stylized shape of the coffee bean. The color used is red, which is the color of coffee beans that are ready to be harvested. This is what forms an association with the superior image of this brand, namely, Indonesia's best coffee harvest. The logo presented is easy to remember and to pronounce.</p> <p>The big idea that the keyword of this visual is branding is locality, professional and modern.</p>
Toko Tuku		<p>Logo using a logomark and logotype. The logo displayed is a stylization of the shape of the coffee bean and the glass symbol into a new, unified form. The advantage of this brand is its glass milk coffee. The logo is simple and easy to say because it incorporates a local term, the Javanese word "tuku," which</p>

Kopi Janji Jiwa		<p>means "to buy." The colors used in the logo are dominated by black and white.</p> <p>The big ideas that the keywords of this visual are branding are locality, kinship and ethnicity.</p>
Kopi Kenangan		<p>Logo using a logomark and logotype. The logo displayed is a form of the pinky finger promise symbol, which is simplified by stylization. The advantage of this product is the taste of the coffee, which is maintained as a commitment that is firmly held by this brand. The logo is simple and uses a local term that means the promise of the soul from the heart as an expression of sincerity to its consumers. The colors in the logo are dominated by black and white.</p> <p>The big ideas that the keywords of this visual are branding are locality and romance.</p>
Pigeonhole Coffee		<p>This logo uses a logomark and logotype. The italicized logo displayed is a symbol of the memory of loveplayed is a symbol of the memory of love. The advantage of this product is the taste of coffee that can always be remembered because it instills a sense of love in the hearts of consumers. This logo is simple and uses local terms, namely "memories," with a lettering design style. The colors used in this visual branding are black and white.</p> <p>The big ideas that are the keywords of this visual branding are locality and romance.</p>
		<p>This logo uses a logomark and logotype. The logo displayed is a symbol of a dove and a cup of coffee. The advantages of this product are described with the dove symbol as a symbol of loyalty. The image of taste that is always faithful is presented as a priority for this brand to its consumers. This logo uses foreign terms with a vintage design style. The colors used in this visual branding are black and white.</p> <p>The big ideas that the keywords of this visual are branding are professional, modern and classic.</p>

(Source: Researcher data processing, 2020)

From the eight local coffee shops mentioned above, which were used as samples in this study, it can be seen that the similarities in the patterns formed were visually always using the colors of the coffee bean elements (red, green, yellow, black, and white) and more

dominantly using a combination of logomarks and logotypes. . This strategy is an effort to strengthen the brand name to make it easier for consumers to remember. The formation of icons and visual elements is associated with coffee beans, using either stylized, deformed, or transformational forms. Overall, the visual elements that are used to describe marketing strategies that use big ideas as keywords are different from one another because they show their own benefits. This eventually becomes the brand identity, which is called the product brand identity.

The visual branding strategy is not only built through the formation of a logo, but also from other visual aspects that can be captured by the five senses of consumers. This is also in accordance with the theory of sensory marketing, which uses the senses as an effort to build brand awareness among consumers. According to previous research conducted, the color trend in local coffee shop visual branding from 2015 to 2018 was black and white as the primary colors, while the secondary colors often used in local coffee shop visual branding were red, brown, green, and yellow. (Ulita, 2019: 217). With this color trend, visually it also builds emotion for consumers in stimulating product brand awareness so that brands are increasingly remembered or provide long-term memory to consumers. The dominant colors used by the eight samples of visual branding also support the big idea of professional, classic, modern, locality, ethnic, cultural, and romantic keywords that build these emotions in consumers.

By using a sensory marketing perspective (Pradana, 2017), visual branding can increase positive behavior by building consumer emotions. Therefore, the visual branding strategy is applied consistently to every element or marketing tool used by the product. Judging from the eight (8) samples of local coffee shops above, the application of a visual branding strategy is consistent with the branding elements captured by the five senses of consumers. Visual branding is mostly done through the eyes, from the outside and inside of the room to menu books, packaging, employee uniforms, Instagram, merchandise, and promotional banners.

## CONCLUSION

In addition to the brand image created by carrying out the branding strategy, it is also strengthened by a deliberately formed brand identity. This brand identity is known as an identity that makes the brand easy to recognize and remember by consumers in the market. There are five local coffee shop brands that can be said to have succeeded in building brand image and brand awareness while still maintaining their existence, namely: Tanamera, Giyanti Coffee Roastery, 1/15 Coffee, Anomali, and Woodpecker Coffee. In naming local coffee shop brands, from 2015 to 2020, more and more local terms were used; this also affected the brand's ease of pronunciation and memory for consumers in Indonesia. Thus, a brand name that is easily pronounced by local consumers strengthens the brand identity of consumers in the development of local coffee shops in Jakarta.

In addition, the samples in this study also found similarities in the patterns formed, namely, visually always using the colors of the coffee bean elements (red, green, yellow, black, and white), and more dominantly using a combination of logomarks and logotypes. This strategy is an effort to strengthen the brand name to make it easier for consumers to remember. The formation of icons and visual elements associated with coffee beans, using either stylized, deformed, or transformed forms. Overall, the visual elements that are used to describe marketing strategies that use big ideas as keywords are different from one

another because they show their own benefits. The dominant color used by the eight samples of visual branding also supports the big idea of professional, classic, modern, locality, ethnic, cultural, and romantic keywords that build these emotions in consumers. This has finally become a trend in Jakarta when it comes to how coffee shops brand themselves visually.

## REFERENCES

- Adeleke, A. (2020). A Case Study of the Marketing Tools Coffee. *Open Journal of Business and Management*, 2020, 8, 726-753, 726-753.
- Ashbeck, H. (2020). Coffee Shop Communication: Social Media & Engagement. *Division of Communication, University of Wisconsin-Stevens Point*, 2020 <https://minds.wisconsin.edu/handle/1793/80304>.
- Asriyati. (2019, Oktober 01). *Nasional*. Retrieved from GoodNews From Indonesia
- Cahya, K. D. (2017, Desember 8). *LIFESTYLE*. Retrieved from KOMPAS.COM
- Chiu-Chi Wei, C.-H. C.-T.-S. (2019). Impact of Eight Dimensions on The Business of Specialty Coffee Shops. *Research Journal of Bussiness and Management*, 79-87.
- E.Kirk, L. (2013). *Visual Branding In Graphic Design*. Hattiesburg: University of Southern Mississippi.
- Farikha, K., Agustina, E. R., & Pancahwati, R. R. (2015). *Mitra Investor Edisi 23 29 Maret*. Semarang: Mitra Investor.
- Gumulya, D. d. (2017). Kajian Budaya Minum Kopi Di Indonesia. *Dimensi, Volume 13 Nomor 2, Februari*, 153-172.
- Gusnandar, R. (2020, Januari 21). *Forum Ekonomi*. Retrieved from Situs Ekonomi.com
- Herlyana, E. (2012). Fenomena Coffee Shop Sebagai Gejala Hidup Baru Kaum Muda. *Thaqāfiyyāt*, Vol. 13, No. 1, Juni, 187-204.
- Kim, W. G., & Kim, H. B. (2004). Measuring Customer-Based Restaurant Brand Equity. *Cornell Hotel and Restaurant Administration Quarterly*, 45(2), 115-131.
- Kurniawan, A. (2017). Perilaku Konsumtif Remaja Penikmat Warung Kopi. *Jurnal Sosiologi DILEMA*, Vol. 32, No. 1 ISSN : 0215/9635, 9-22.
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12(4), 11-19.
- Lawand, L. F. (2015). *The Power of Visual Branding. The Impact of Visual Branding on Consumer Perception and on Marketing*. Lebanon: Arab Open University Faculty of Bussiness Studies.
- Lee, H.-W. J.-B. (2019). Applying Effective Sensory Marketing to Sustainable Coffee Shop Business Management. *Multidisciplinary Digital Publishing Institute, Sustainability 2019, 11, 6430*
- Livanainen, R. (2017). *Branding Through Visual Design : A Case Study of a Company's Visual Identity Guided by Brand Value and Story*. Finland: Aalto University.
- Lutfie, H., & Marcelino, D. (2020). Creating Online Purchase Decision and Brand Image Based on Advertising Effectiveness with Epic Model. *MIX: Jurnal Ilmiah Manajemen*, 10, 346-366.
- Mada, W. R. (2020, Maret 25). *Inspirasi*. Retrieved from Bixbux.com
- Pradana, D. C. (2017). PEMETAAN POLA-POLA BRAND IDENTITY MELALUI SENSORIS INDERA. *Media Kom Jurnal Ilmiah Ilmu Komunikasi Vol 7 No 2*, 32-50.
- Ramadhan, D. (2020). Strategi Media Sosial dan Creative Branding Banyumu dalam Membangun Brand Awareness. *Jurnal Visi Komunikasi*, 19, 86-95.

## Novena Ulita

- Sabrina Mohd Rashid, K. G. (2015). Brand Identity : Introducing Renewed Concept For Coffee Shops. *PEOPLE : International Journal of Social Sciences* ISSN : 2454-5899, 1056-1075.
- Senja, A. M. (2018, Oktober 25). *Travel/News*. Retrieved from Kompas.com:
- Shidqiyyah, S. (2016, Agustus 19). *Selebritis*. Retrieved from Brilio.net
- Soedarsono, D. K., Mohamad, B., Adamu, A. A., & Pradita, K. A. (2020). Managing Digital Marketing Communication of Coffee Shop Using Instagram. *International Journal of Interactive Mobile Technologies*, 2020, Vol. 14, No. 5.
- Solikatun, D. T. (2015). Perilaku Konsumsi Kopi Sebagai Budaya Masyarakat Konsumsi : Studi Fenomenologi Pada Peminum Kopi di Kedai Kopi Kota Semarang. *Jurnal Analisa Sosiologi*, Volume 4 Edisi 1, 60-74.
- Stoimenova, B. (2017). Visual Brand Identity Design. *Conference: Marketing - experience and perspectivesAt: University of Economics - Varna* (pp. 346-353). Bulgaria: University of National and World Economy Bulgaria.
- Sumartono. (2017). *Metodologi Penelitian Kualitatif*. Jakarta: Universitas Trisakti.
- Suminto, M. (2018). Identitas Kelas dalam Desain Visual Warung Kopi di Surabaya. *Jurnal Universitas Airlangga*, 1-8.
- Triwijanarko, R. (2018, Desember 7). *Consumer Goods*. Retrieved from Marketeers.com
- Ulita, N. (2019). Tinjauan Warna Pada Visual Branding Warung Kopi Lokal. *Jurnal Dimensi DKV Seni Rupa dan Desain*, Volume 4, Nomor 2, Oktober , 205-223.
- Ulita, N. (2019). Tinjauan Warna Pada Visual Branding Warung Kopi Lokal. *Jurnal Dimensi DKV Seni Rupa dan Desain*, Volume 4, Nomor 2 Bulan Oktober, 205-223.
- Wardhana, A. (2014). Analisis Positioning Top Brand Coffee Shop Berdasarkan Persepsi Pelanggan Kota Bandung. *SNaPP2014 Sosial, Ekonomi, dan Humaniora Universitas Islam Bandung*, 303-309.
- Yu Te Tu, C. M. (2012). Corporate Brand Image dan Customer Satisfaction on Loyalty: An. *Journal of Social and Development* Vol.3 No.1, 24-32.
- Yuliandri, M. T. (2015, Nopember 12). *Evolusi Kedai Kopi*. Retrieved from Otten Magazine