VISUAL BRANDING DESIGN REVIEW OF LOCAL COFFEE STORE IN JAKARTA

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ABSTRACT
The Indonesian government’s campaign that invites to love local coffee products also strengthens the habit of drinking coffee as a contemporary lifestyle. This has resulted in encouraging the emergence of local coffee shop product brands in Jakarta that compete with non-local brand coffee shops which have a lot of demand first. This competition eventually triggers the creativity of producers in creating a brand identity as part of the power of product marketing. This research uses a qualitative method with a netnographic approach and a case study. The research uses a netnographic method related to the existence of local coffee shops on digital artifacts that are accessed online. Using the theory of visual branding and brand identity, this study aims to find trends and big ideas for local coffee shop branding visual design ideas from 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 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 for the development of visual branding for local coffee shops in Jakarta.

KEYWORDS
Visual Branding, Brand Identity, Coffee Shop

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INTRODUCTION

The phenomenon of the lifestyle of enjoying a cup of coffee in Indonesia is influenced by various factors. One online media noted that the change led to an increase in the lifestyle of enjoying a cup of coffee. This can be seen by the number of bloggers who write about their experience of enjoying coffee and also share Instagramable 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) in his book entitled Change states that drinking coffee today is not only aimed at eliminating sleepiness or fatigue from routine but also becoming part of a lifestyle (Wardhana & Iba, 2014).

The activity of enjoying coffee in a coffee shop has become a habit of the community that will continue to exist. The habit of drinking coffee in coffee shops has been introduced in the world since 1475, named Kiva Han, who was in the City of Constantinople (Instambul), Turkey, which was opened 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 and along with the establishment of the first coffee shop in Europe. It started from 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 of the 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. At that time coffee was the most important part of Turkish society and has become part of Turkish culture to this day by Europeans 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 Llyoyd in 1668 became a business center and eventually spread to other European plains, starting from Italy in 1654 and then to Paris in 1672 and then 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 is believed to be promising in Java (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 make Indonesian coffee famous in the international realm (Senja, Maria, & Oktavianty, 2018).

In addition, enjoying coffee in coffee shops has also become a habit of the community to this day, starting from rural areas to urban areas in Indonesia. The habit of drinking coffee in several regions in 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 turn into signs that provide identity for those who consume these products (Khoirunnisa, 2021). Coffee is also a drink that is known in the world and as a commodity product (Wei, Chiu, Wei, & Wei, 2019).

This is what later contributed to the rapid development of the coffee shop industry in big cities, one of which was in Jakarta. This trend has made local coffee shop producers, especially those who compete with non-local coffee shops that were previously known. By creating unique branding ideas, having quality characteristics and tastes as well as attractive and creative visual designs, producers are also competing to compete 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 strength of a product that can distinguish one product from another. This identity is then present 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 study to study at contemporary local coffee shops in Jakarta. Reviewing the visual branding of local coffee shops in Jakarta for the past five years becomes a documentation note that can be a reference and positioning of the presence of local coffee shops in the industry today. This research aims to be able to photograph the industry from the local coffee shop business in Indonesia, especially 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. The case study is an approach that looks at the case from the phenomenon that occurs, how the case process occurs, what influences the case, and why the case becomes interesting to be a material for further study (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 by online observation, reviewing literature related to the history of coffee and coffee shops in Indonesia, and also collects documentation data available on social media platforms such as Instagram and Youtube.

RESULT AND DISCUSSION

1. 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 by producing 685 thousand tons of coffee beans per year, or around 8.9% of the world's coffee (Lee, Gommers, Waselewski, Wohlfahrt, & O’Leary, 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 and a combination of the three. Lampung is known as the largest coffee producer in Indonesia which has the type of robusta coffee. On the island of Sumatra, for example, you can see many types of quality coffee which are also well known to foreign countries such as North Sumatra Sidikalang coffee, Mandailing coffee and Acehnese 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 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 extending 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 gives a change in 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, branding activities in coffee shops are an important consideration in local coffee shop business competition. The competition is no longer against local and local coffee shop brands, but competing with non-local coffee shops which were previously known in shopping centers in big cities in Indonesia.

According to Toffin and MIX, there are four waves of travel for the coffee shop industry in Indonesia. The first wave occurred when the type of coffee sachet was only provided by 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. MAP Boga Adiperkasa Tbk, to all major cities in Indonesia. 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 Donut & 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 size 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. 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 to enjoy coffee with a sweet taste typical of Indonesia, therefore, the blend of espresso added with milk and palm sugar became very popular in the fourth wave of the local coffee shop industry (Mada, Ugwu, & Abarshi, 2020).

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 number of famous local coffee shops in Jakarta from 2015 – 2020, based on research data:

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

Table 1. Recapitulation of Local Coffee Shops in Jakarta from 2015-2020
Number of Local Coffee Shops Listed and Famous in Online News

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Local Coffee Shops Listed and Famous in Online News</td>
<td>32</td>
<td>45</td>
<td>71</td>
<td>99</td>
<td>149</td>
<td>190</td>
</tr>
</tbody>
</table>

(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 also seen from 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 (eleven) local coffee shop news coverage which was presented properly as a means of information and consumer references available on search engines compared to 2015 which only provided 4 (four) news coverage covering local coffee shop references. in Jakarta.

Previous research found that the drastic change in the increase in local coffee shops in Jakarta in 2015 was influenced by several factors, 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 who also want to be part of Instagramable consumers (Shidqiyyah, 2016) and also the rise of franchise businesses (franchising). that developed in Indonesia was covered in Mitra Investor Magazine in March 2015 as an interesting topic for entrepreneurs at that time (Farikha, Agustina, & Pancehwati, 2015).
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 of course also influenced by strong branding management. Thus the brand image that is present through consumer perceptions also provides support for the existence of local coffee shops today. Consumer loyalty by corporate brand image and customer satisfaction (Yu Te Tu, 2012). The role of coffee brand positioning and customer perception. Customer perception is strongly shaped from 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).

2. Trends in Visual Branding of Local Coffee Shops in Jakarta

This study analyzes the visual branding of local coffee shops in Jakarta according to 6 (six) basic design elements (Dacin and Brown, 2012; Stoimenova, 2017) namely brand names, logos, color pallets, icons/symbols, typography, image/photography style. The observations were obtained from the visual aspects observed from each object attached to the local coffee shop branding, including through logos, exteriors, interiors, product packaging designs, and designs on social media. However, in writing this journal, only 2 (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 cafes. 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 area 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 the needs of the community around the

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filosofi kopi</td>
<td>2015</td>
<td>3</td>
</tr>
<tr>
<td>Maxx Coffee</td>
<td>2015</td>
<td>74</td>
</tr>
<tr>
<td>Ombe Kofie</td>
<td>2015</td>
<td>6</td>
</tr>
<tr>
<td>Upnormal Coffee</td>
<td>2016</td>
<td>20</td>
</tr>
<tr>
<td>Bhumi Kopi</td>
<td>2017</td>
<td>2</td>
</tr>
<tr>
<td>Kopi Kenangan</td>
<td>2017</td>
<td>175</td>
</tr>
<tr>
<td>Kopi Soe</td>
<td>2017</td>
<td>150</td>
</tr>
<tr>
<td>Kulo</td>
<td>2018</td>
<td>300</td>
</tr>
<tr>
<td>The Gade</td>
<td>2018</td>
<td>34</td>
</tr>
<tr>
<td>Coffee&amp;Gold</td>
<td>2018</td>
<td>500</td>
</tr>
</tbody>
</table>

(Source : Mada, 2020)
environment. The architectural pattern and design style of the coffee shop are used as an interaction value for the visitors who do not directly 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. Design is a valuable element in showing images, writing, information and aesthetic elements in increasing the meaning of a place (Suminto, 2018).

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. For this reason, it is necessary to make an effort so that the brand of a product can always be attached to the minds of consumers. One strategy that can be done in forming a long term relationship between brands and consumers is to build and manage brand equity appropriately (Lassar, Mittal, & Sharma, 1995).

In addition to the brand image in carrying out the branding strategy, it is also strengthened by the formed brand identity. This brand identity is known as brand identity so 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. Brand is a commodity for consumers, if managed properly, the brand 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 identity. 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 pioneer of the well-known local coffee shop business in 2020, the Promise Jiwa brand also stated:

“….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>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tanamera Coffee</td>
<td>Ninotchka Coffee and Cakes</td>
<td>Tanamera Coffee</td>
<td>Tanamera Coffee</td>
<td>Anomali</td>
<td>Anomali</td>
</tr>
</tbody>
</table>

Table 3. Brand Names of Local Coffee Shops with the Most News in 2015-2020
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 and 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 are used, this also affects the brand's ease of pronunciation and memory by 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. Thus, a brand name that is easily pronounced by local consumers strengthens the brand identity of consumers.


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 has the highest frequency of news coverage in online media and the level of popularity on social media from 2015 – 2020. The following is a description:

Table 4. Sample Selection for Observing Visual Branding Strategy

<table>
<thead>
<tr>
<th>Year Name</th>
<th>Frequency of Online</th>
<th>Posts Instagram</th>
<th>Followers Instagram</th>
<th>Hashtag Posts and Hashtag Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
Therefore, from the table above, 8 (eight) samples were obtained to be analyzed representing each year, namely the local coffee shop 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 logo, color, and typography:
Table 5. Analysis of Visual Branding Based on Brand Logo

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tanamera Coffee</td>
<td>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 that uses a classic design style. The big idea that is the keyword of this visual branding is professional and classic.</td>
<td></td>
</tr>
<tr>
<td>Giyanti Coffee Roastery</td>
<td>This logo is a logomark and logotype using a golden yellow color which is very close to Javanese culture. But still gives a classic impression. The symbol in the logo is formed by deformation using the gunungan icon (Javanese culture), coffee machine, and ribbon. This logo provides an association with the brand's vision and mission which is unique, at first glance reminiscent of the history of the famous giyanti agreement, making it easier for consumers to remember and pronounce it. The big ideas that are the keywords of this visual branding are ethnic, classic, and elegant.</td>
<td></td>
</tr>
<tr>
<td>1/15 Coffee</td>
<td>This logo uses a logomark using black and white visuals, circles, and numbers which mean one fifteenth in English 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 gives a modern impression, simple but still has a clear standardization in enjoying a cup of coffee. One fifteenth is the right amount of coffee 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. The big idea that is the keyword of this visual branding is professional and modern.</td>
<td></td>
</tr>
<tr>
<td>Anomali Coffee</td>
<td>This logo uses a logomark and logotype that is easy to remember because it uses 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 coffee.</td>
<td></td>
</tr>
</tbody>
</table>
of this brand, namely Indonesia's best coffee harvest. The logo presented is easy to remember and also easy to pronounce.

The big idea that is the keyword of this visual branding is locality, professional and modern.

Toko Kopi Tuku

Logo using 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 the glass milk coffee. The logo is simple and easy to pronounce because it uses a local term, namely the word 'tuku' from Javanese which means to buy. The colors used in the logo are dominated by black and white.

The big ideas that are the keywords of this visual branding are locality, kinship and ethnicity.

Kopi Janji Jiwa

Logo using 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 that is maintained as a commitment that is firmly held by this brand. The logo is simple and uses a local term which 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.

The big ideas that are the keywords of this visual branding are locality and romance.

Kopi Kenangan

This logo uses a logomark and logotype. The logo displayed is a symbol of the memory of love with italic typography. The advantage of this product is the taste of coffee that can always be remembered because it gives a sense of love in the hearts of consumers. This logo is simple using local terms, namely memories with a lettering design style. The colors used in this visual branding are black and white.

The big ideas that are the keywords of this visual branding are locality and romance.

Pigeonhole Coffee

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
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, deformation, or transformational forms. Overall, the visual elements used to describe marketing strategies with big ideas being keywords are different from each other by describing their respective advantages. 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 branding on consumers. According to previous research conducted, the color trend in local coffee shop visual branding from 2015 to 2018 was black and white being 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 more positive behavior in 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. The application of visual branding is dominantly applied through the sense of sight, starting from the exterior and interior of the room, menu books, packaging, employee uniforms, Instagram social media, merchandise, and promotional banners carried out.

**CONCLUSION**

In addition to the brand image in 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 are used, this also affects the brand’s ease of pronunciation and memory by 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, deformation, or transformational forms. Overall, the visual elements used to describe marketing strategies with big ideas being keywords are different from each other by describing their respective advantages. 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 for the development of visual branding for local coffee shops in Jakarta.

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Novena Ulita


