



Redesign the Visual Identity of Sentani Coffee to Raise the Brand Awareness using Alina Wheeler Theory

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A Thesis Submitted to Faculty of Art, Design and Architecture

President University,

as Partial Fulfillment of Requirements for Sarjana Desain

Visual Communication Design

Bekasi, Indonesia

June 2025

TURNITIN PLAGIARISM RESULT

Redesign the Visual Identity of Sentani Coffee to Raise the Brand Awareness using Alina Wheeler Theory

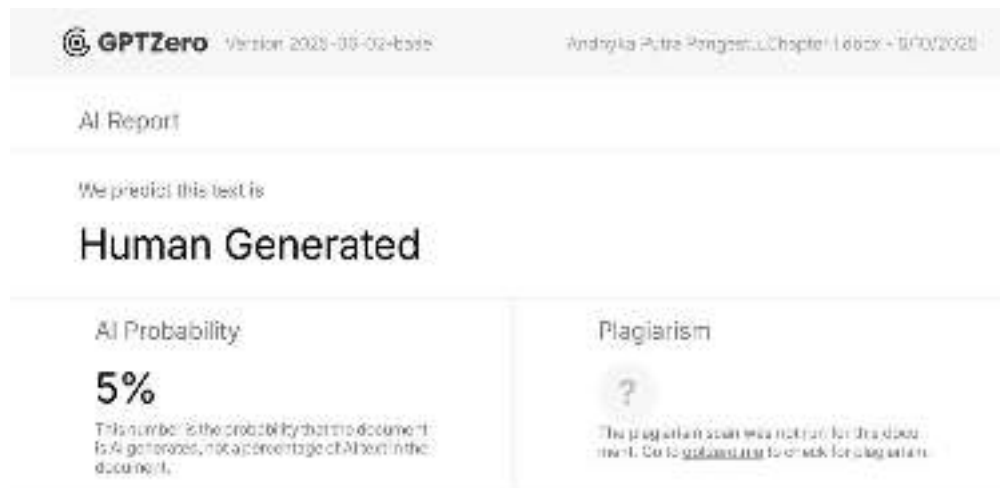
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In Indonesia, the culture of drinking coffee has gone beyond just a beverage to become a socio-cultural phenomenon that mostly occurs among young people. This phenomenon is driven by many factors such as a focus on youth lifestyle, appreciation of the quality of coffee in terms of visuals and experiences, and social media consumption patterns. Today, coffee shops have evolved into a venue for enjoying coffee while socializing, working, and showcasing one's personality (Putra Dewa, M. C., & Iskandar, H., 2024). In addition, coffee consumption during 2020-2021 in Indonesia was around 5,000 kg which is significantly high. Further, during this period, it is expected to grow on average by 3.07 percent from 2020 to 2024. This rise contributes to new emerging business prospects for coffee producers in Indonesia due to increasing domestic coffee market demand (Afri et al., 2024). The emergence of contemporary cultural coffee shops targeting young consumers is happening and shows that this trend is continuing to improve; they not only sell coffee, but also fulfill the need for a place to socialize and become a place for lifestyle branding (Fatmahanikah, 2023). This is largely due to the fact that generation Z, who grew up in the digital world, is at odds with the consumption habits of previous generations. Traits such as high self-confidence, social media literacy, and social awareness. This demographic also expresses this through coffee brands, and the coffee drinking experience shown by their consumption patterns. (Fatmahanikah, 2023). An important part of this is their shopping habits in terms of which coffee shops they visit, attending places that offer exclusive and beautiful locations. It's not just the coffee, but also the environment and social experience that comes from drinking coffee. The appeal of interacting in a beautiful environment is one of the important factors among this age group, who usually look for places to share on social networks. (Samoggis & Riedel, 2019).

ABSTRACT

Coffee consumption has evolved beyond a mere beverage into a socio-cultural phenomenon, particularly among younger generations. The rise of contemporary cultural coffee shops reflects this shift, serving not only as places to drink coffee but also as spaces for lifestyle expression and brand identity. This study is aimed at brand awareness, rebranding and increasing emotional loyalty among Sentani Coffee. Located in South Cikarang, Sentani Coffee experiences difficulty in differentiating itself due to lack of visual identity coherence and cultural uniqueness. To realize this objective, the research employs Alina Wheeler's five-phase brand identity model which consists of conducting research, clarifying strategy, designing identity, creating touchpoints and managing assets. For authenticity, sustainability and local wisdom, cultural elements such as barkcloth maro paintings and Sentani figure are incorporated into the design. The methodology used involved literature review and interviews with stakeholders and generation z target users to understand their preferences on visual language in the context of culture. The final outcomes contained a new logo, typography, color palette, packaging system presented as a Graphic Standard Manual. The outcome was an enhancement of uniqueness that made it stand out from other brands making it more appealing visually hence developing emotional attachment within the targeted generation.

Keywords: *Visual Identity, Branding, Sentani Coffee, Alina Wheeler, Generation Z, Cultural Integration, Brand Awareness*

ACKNOWLEDGEMENT

First of all, the author said Thank God to Allah SWT. Who has given mercy and blessing so that the author can finish this thesis well. The author's greatest gratitude goes to my beloved parents, my life heroes who never tire of giving love, prayers, support, and sacrifices beyond anything they have. Thank you very much, Mom, Dad, for everything.

The author also expresses his deepest gratitude to all parties who have supported, helped, and contributed to the process of compiling this thesis until it was completed:

1. Family, including my parents, older brother who have always been a source of strength and motivation.
2. Mam Fransiska Rachel and Sir Rinaldi Aditya, who always provide valuable advice and help a lot during the process of working on this thesis.
3. All my friends, who are always support me when I need encouragement.
4. Aji Sanjaya, for his willingness to agree and give his brand the opportunity to become the final project.
5. Miss Erika, for direction and input regarding a more precise and wiser world of brand visual identity.
6. The target users, who have taken their time in the process of data collection, playtesting, to user testing.
7. Barasuara and Perunggu band, who has created great songs that serve as encouragement for the author to realize that life must go on.

May all the help, support, and prayers given by all parties receive an appropriate reward from Allah SWT. The author presents this thesis as a form of gratitude and dedication for the support and trust that has been given.

Bekasi, 20th June 2025



Andhyka Putra Pangestu

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