

## Building A Coffee Shop's Brand Image Through Visual Communication Design: The Role of Coffee Cup Design

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### ABSTRACT

Coffee shops are a growing industry in Indonesia that serve quality coffee and create a comfortable environment for customers. Beverage cup design plays an important role in shaping the identity of a coffee shop. This research examines visual communication design on coffee cups in Aceh coffee shops. The aim of this research is to explain how the cup design in coffee shops in Aceh may build the brand image of the coffee shops themselves. Interview techniques are used to collect data in this qualitative research. The results of the study show that the design of a beverage cup is not just a serving container that carries the name of a coffee shop, but can also create a strong brand identity for a coffee shop, create a positive image, and distinguish the characteristics of the coffee shop. If the displayed cup design is creative and attractive, then the coffee cup design in a coffee shop can strengthen its brand image. Thus, the coffee cup design can attract consumers and win the competition in a competitive market.

**Keywords:** *Visual Communication Design, Brand Image, Coffee Shops in Aceh*

### INTRODUCTION

In the rapid development of the coffee shop industry in Indonesia, especially in Aceh, coffee shops go beyond offering quality coffee and a comfortable atmosphere. They continuously innovate through drink cup designs to build their brand image. Drink cup design becomes a key element in creating brand identity, delivering positive impressions, and standing out amidst growing competition. As defined by Laila Dairina (2022), brand image is the perception of a brand reflecting consumers' memories of the brand. Similarly, Yunaida, E. (2018) expresses that brand image is a set of brand associations created in the minds of consumers. Consumers accustomed to a specific brand tend to have consistency in their perception of the product description.

Brand image can be formed through product quality, service, location, price, and drink cup design, providing positive impressions to consumers. According to Bagas Sunu Pratama, et al., (2017), every product sold in the market has its own image intentionally created by marketers to highlight and differentiate their products from competitors.

Therefore, coffee shops must pay attention to all these aspects to form a consistent and strong brand image. Brand image plays a crucial role in creating a strong brand impression and identity in the eyes of consumers. In the coffee shop business, brand image may encompass logo design, interior design, brand name, and even drink cup design.

Moreover, attractive and unique drink cup designs can influence consumers to promote a coffee shop for free on social media. This is because an appealing cup design attracts consumers to take photos and share them on their social media platforms. In today's digitized era, social media can be an effective promotional space to reach new potential customers. Encouraging consumers to promote a coffee shop for free on social media can provide a positive image for the coffee shop that offers intriguing drink cups.

In conclusion, drink cup design plays a vital role in building the image of a coffee shop. By considering branding consistency, creativity, quality, messaging, and consumer experience, coffee shops can create effective drink cup designs to strengthen their brand image, attract consumer interest, and differentiate themselves in a dynamic market.

## **LITERATURE REVIEW & THEORY**

Drink cup design is a crucial element in building a coffee shop's image. Cups serve not only as containers for serving drinks to customers but also as a means to communicate brand image and create a unique experience for consumers. According to Fifto Nugroho (2022), one part of this image is the uniqueness of the product, easy to remember, becoming a distinctive feature from other products. Unique packaging has a positive influence on the emotional appeal of the product. Attractive and unique drink cup designs can enhance the appeal of coffee shops and help create a strong identity in the eyes of consumers. Drink cup design refers to the process of designing the visual and physical appearance of the cup used for serving drinks. According to Rahina Nugrahani (2015), graphic design on packaging creates specific psychological effects on consumers, influenced by their perceptions of color, text, and complementary visual elements. The main goal of drink cup design is to create an attractive, functional container in line with the brand or intended purpose. Good design can help improve the consumer experience, differentiate the brand from competitors, and strengthen the brand's identity.

## METHODOLOGY

This study adopts a qualitative approach with a focus on Kolega Coffee in Lhokseumawe, Aceh, Indonesia. The selection of this research location is based on the popularity of the coffee shop, supported by its attractive interior design and unique drink cup designs. Kolega Coffee has become a well-known coffee shop in the city of Lhokseumawe. The research decision in this location is carefully considered as a strategic step to gain in-depth insights into the role of drink cup design in building the brand image. Through a case study approach, the researcher will conduct interviews with the owner, staff, and active customers of Kolega Coffee. This qualitative approach is expected to provide a comprehensive understanding of drink cup design strategies as a key element in shaping the brand image of coffee shops in Aceh.

## RESULTS AND DISCUSSION

Kolega Coffee Shop is located on Listrik Street, Hagu Selatan, Banda Sakti District, Lhokseumawe City, Aceh, Indonesia. Established in March 2021, Kolega has become a primary destination for students and young people in the area. The coffee shop's foundation aims to satisfy the community's interest in trendy coffee and provide a space for students to gather, work, or study while enjoying quality coffee.



Figure 1: Kolega Coffee Place (Source: Instagram @kolega.coffee )

*Kolega Coffee's Vision*

"To enable people to gather and build camaraderie among colleagues and families, bridge communities, and create unforgettable coffee experiences."

*Kolega Coffee's Mission*

Becoming a Community Center: Striving to be a friendly and inclusive community center, where everyone feels accepted at "Kolega," encouraging meetings, collaborations, and the exchange of ideas among customers.



**Figure 2. : Kolega Coffee Drink Cup Design (Source: Instagram @kolega.coffee)**

*Philosophy of Kolega Coffee's Drink Cup Design*

The rose illustration on Kolega Coffee's drink cup design holds its own meaning, symbolizing commitment, resilience, and hard work, the beauty in sustainability, representing their commitment to continuous growth. The following is an explanation of the meaning behind the rose illustration on Kolega Coffee's drink cup design, reflecting the values as follows:

- a) **Commitment:** The rose can symbolize strong and sincere commitment, relating to one's willingness to invest time, energy, and emotions in a relationship or specific goal. Like a beautiful blooming rose, genuine commitment can result in a strong and sustainable relationship.

- b) Resilience: The rose can also reflect resilience and courage in facing challenges. Similar to a plant that needs to crawl and struggle to grow, someone with resilience will continue to work hard despite facing obstacles or difficulties. Resilience is the key to achieving goals and overcoming obstacles.
- c) Hard Work: The rose illustration can depict someone's hard work and dedication to achieving success. Like a rose that requires constant care and attention to bloom and thrive, individuals must strive and work hard to achieve desired results in life and career.
- d) Beauty in Sustainability: A blooming rose is a symbol of beauty found in sustainability. It teaches us that the most satisfying results often require continuous time and effort. True beauty does not always happen instantly but is the result of sustained effort.

*Color Meaning*

Although green is generally a symbol of nature, the environment, life, and fertility, the green color used in Kolega Coffee's drink cup design also carries the meanings of well-being, fertility, and growth.

| COLOR | NAME COLOR |
|-------|------------|
|       | GREEN      |

In the coffee industry, building a brand image through drink cup design is a crucial step in creating visual appeal and a strong impression on customers. The cup's design serves not only as a beverage container but also as an effective visual communication medium to strengthen brand identity and provide a unique experience for consumers. This is reflected in Kolega Coffee's approach in Aceh, revealing that the design of drink cups and the coffee shop's logo involves the founders in a thoughtful conceptualization process.

In an interview with Zulkarnain, the manager of Kolega, it was found that the coffee shop's founders actively participate in designing drink cups and logos. They embarked on

a journey to various coffee shops in Yogyakarta to seek visual inspiration aligned with Kolega's character. The choice of cup design with a rose illustration as a distinctive element reflects a commitment to creating a unique and memorable visual identity.

Statements from Rizal Riski, a staff member at Kolega, indicate that the drink cup design with a rose illustration has become a distinguishing feature that sets Kolega Coffee apart from other coffee shops. Positive responses from customers, such as Rauzatun and Hesty, reflect that this design provides an aesthetically pleasing impression, simplicity, and added value to the customer experience. Through photo activities with drink cups on social media, Kolega Coffee

Successfully utilizes cup design as a tool to reinforce positive brand image and exposure. Consumer responses, as expressed by Rizal Riski, indicate that many customers take photos in the coffee shop's corner to seek an aesthetic place, sharing their unique drink cup experience on social media platforms.

In building a brand image, Kolega Coffee also understands the importance of listening to customer feedback regarding drink cup design. This is reflected in Zulkarnain's statement, emphasizing that understanding customer responses helps them make necessary improvements to maintain and enhance the coffee shop's positive image.

Overall, Kolega Coffee's drink cup design serves not only as an aesthetic element but also as a powerful visual communication tool to shape the brand image and create a memorable experience for customers. Through a combination of distinctive designs, appropriate cup selection, and attention to customer feedback, Kolega Coffee successfully builds a unique brand identity, providing added value to the customer experience in their coffee shop.

## **CONCLUSION**

Drink cup design significantly influences the image of a coffee shop. Visual elements such as color, logo, and overall design can create a strong identity and differentiate the coffee shop from its competitors. The success of brand image in drink cup design depends heavily on strong branding and creativity in design, acting as a positive driver in building the coffee shop's image.

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