

ABSTRAK

Palette Coffee & Space sebagai sebuah kafe sekaligus ruang kreatif di Kota Semarang hadir dengan konsep unik yang menggabungkan aktivitas nongkrong, photo studio, dan kegiatan komunitas. Namun, tingkat kesadaran merek masih belum maksimal karena terbatasnya media komunikasi visual yang mampu merepresentasikan identitas brand secara utuh. Video *company profile* diproyeksikan sebagai sarana informasi dan strategi komunikasi visual untuk memperkuat *brand awareness* di tengah persaingan coffee shop yang semakin kompetitif. Proyek tugas akhir ini dirancang menggunakan metode pengkayaan melalui observasi, wawancara, penyebaran kuesioner, serta studi literatur. Sebanyak *60 responden* dilibatkan dalam survei untuk mengukur tingkat efektivitas video *company profile* terhadap kesadaran merek. Hasil dari proyeksi tugas akhir ini adalah terciptanya sebuah video *company profile* yang menampilkan identitas Palette Coffee & Space secara menyeluruh, mulai dari suasana kafe, fasilitas, hingga aktivitas komunitas. Video ini dinilai mampu menyampaikan informasi yang lengkap, kreatif, dan menarik, serta mendapatkan apresiasi positif baik dari pihak manajemen maupun audiens. Berdasarkan hasil evaluasi, mayoritas responden (83%) menunjukkan peningkatan pemahaman terhadap identitas brand dan *brand recall* setelah menonton video, sehingga karya ini terbukti dapat meningkatkan *brand awareness* Palette Coffee & Space di Kota Semarang.

Kata Kunci : Video *company profile*, *brand awareness*, komunikasi visual, coffeeshop, Palette Coffee & Space

ABSTRACT

*Palette Coffee & Space as a café as well as a creative space in Semarang City comes with a unique concept that combines hanging out, photo studio, and community activities. However, the level of brand awareness is still not optimal due to the limited visual communication media that is able to represent the brand identity as a whole. Company profile videos are projected as a means of information and visual communication strategies to strengthen brand awareness in the midst of increasingly competitive coffee shop competition. The projection of this final project is designed using the method of creation through observation, interviews, questionnaire distribution, and literature study. A total of *60 respondents* were involved in the survey to measure the effectiveness of company profile videos on brand awareness. The result of this final project projection is the creation of a company profile video that displays Palette Coffee & Space's identity as a whole, starting from the atmosphere of the café, facilities, to community activities. This video is considered to be able to convey complete, creative, and interesting information, as well as get positive appreciation from both the management and the audience. Based on the results of the evaluation, the majority of respondents (83%) showed an increase in understanding of brand identity and brand recall after watching the video, so this work is proven to increase brand awareness of Palette Coffee & Space in Semarang City.*

Keywords : *Video company profile, brand awareness, visual communication, coffeeshop, Palette Coffee & Space*