

**DESIGN OF 'KOPI TANAH NUSANTARA' BOOK AS A MEAN OF
EDUCATION AND PROMOTION OF VARIETY OF LOCAL COFFEE
PRODUCTS**

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ABSTRACT

Indonesia is one of the largest coffee producing countries in the world. Indonesian coffee products are widely known in foreign countries through their export activities. In this modern era, coffee drinks are now developing and popular in the midst of society. The popular coffee drink has quite a large number of consumers, especially in big cities such as Jakarta and Tangerang. The growth of coffee drinks is marked by the emergence of coffee shops in various parts of the region, the popularity of coffee also produces various variants or new forms of processed coffee. Now coffee has become part of the lifestyle, especially for coffee lovers themselves. However, not many people know about the variety of local coffee types produced from various regions in the Land of the Archipelago. This happens because coffee drinks in this modern era, are more widely known through a variety of mixing flavors and with processed techniques that have been acculturated from other countries, causing a lack of knowledge about local Indonesian coffee products.

To raise awareness and appreciation of the results of the Nation's commodity in the midst of its popularity, the authors use this momentum by designing visual designs for a variety of local Indonesian coffee products into acceptable media forms according to their segmentation. The design of the book 'Kopi Tanah Nusantara' was chosen as a means to educate and promote local coffee products to coffee connoisseurs. Besides aiming to reintroduce a variety of local coffee products that have been around for a long time. Through this book, it is hoped that it can be a reference material for trying Indonesian coffee for coffee connoisseurs, as well as supporting the nation's commodities.

Keywords: Indonesia, Coffee Drinks, Variety of Local Coffee, Educational Books

**PERANCANGAN BUKU 'KOPI TANAH NUSANTARA' SEBAGAI
SARANA EDUKASI & PROMOSI RAGAM HASIL KOPI LOKAL
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ABSTRAK

Indonesia merupakan salah satu negara penghasil kopi terbesar di dunia. Hasil kopi Indonesia banyak dikenal di manca negara melalui aktivitas ekspornya. Di era modern ini, minuman kopi kini tengah berkembang dan populer ditengah-tengah masyarakat. Minuman kopi yang digemari memiliki konsumen yang cukup besar khususnya di kota – kota besar seperti Jakarta dan Tangerang. Pertumbuhan minuman kopi ditandai dengan munculnya kedai kopi di berbagai penjuru daerah, kepopuleran kopi juga menghasilkan beragam varian ataupun bentuk olahan kopi yang baru. Kini kopi telah menjadi bagian dari gaya hidup, terutama bagi penikmat kopi itu sendiri. Namun belum banyak yang mengetahui ragam hasil jenis kopi lokal yang dihasilkan dari berbagai daerah di Tanah Nusantara. Hal ini terjadi karena minuman kopi di era modern ini, lebih banyak dikenal melalui beragam pencampuran rasa dan dengan tehnik olahan yang telah terakulturasi dari negara lain menyebabkan kurangnya pengetahuan akan hasil kopi lokal asli Indonesia.

Untuk menumbuhkan kesadaran dan apresiasi terhadap hasil komoditas Bangsa ditengah-tengah kepopulerannya, maka penulis menggunakan momentum ini dengan membuat perancangan desain visual terhadap ragam hasil kopi lokal Indonesia ke dalam bentuk media yang dapat diterima sesuai dengan segmentasinya. Perancangan Buku 'Kopi Tanah Nusantara' dipilih sebagai sarana untuk mengedukasi sekaligus mempromosikan hasil kopi lokal kepada penikmat kopi. Selain bertujuan untuk memperkenalkan kembali ragam hasil kopi lokal yang sejak dulu sudah ada. Melalui buku ini diharapkan dapat menjadi bahan referensi untuk mencoba kopi Indonesia bagi para penikmat kopi, sekaligus mendukung komoditas hasil bangsa.

Kata Kunci: Indonesia, Minuman Kopi, Ragam Kopi Lokal, Buku Edukasi