

Abstract

The redesign of Balloonbogor's identity and promotional media is based on the owner's need to increase sales of his business, because based on insight data from Balloonbogor's Instagram account, namely @balloonbogor, the increase in followers and engagement is still quite small and needs to be developed again. Based on complaints from the owner, the visual identity such as the logo and slogan it has does not have good proportions so it is considered inferior to many competitors in the same industry. The aim of this research is to redesign the visual identity and promotional media so that it can improve the brand image and make Balloonbogor better known to the public, especially the city of Bogor. The preparation of this research used data collection methods from interviews, distributing questionnaires, and literature studies to support the data that had been previously collected. Balloonbogor has been established since November 2018. However, the promotional media that has been carried out still receives little attention from the public. Therefore, the aim of writing this thesis is to carry out a redesign. It is hoped that by designing the latest visual identity and promotional media for Balloonbogor, it will be able to increase insight from sustainable society so that it can increase sales figures. The redesign of Balloonbogor's visual identity and promotional media includes redesigning the logo and the need for promotional media, both online and print media. By using the keywords cheerful and happiness. This design is expected to have a positive effect in solving problems in the business because this design is prepared based on the needs required by the company based on analysis and data that has been previously collected. Thus, this series of processes is carried out to help Balloonbogor solve problems in its business and be able to develop its business so that it is bigger and can be known by more people in the future.

Keywords: *Balloonbogor, visual identity, promotional media, design*