

ABSTRACT
DESIGNING VISUAL IDENTITY
AND PROMOTION MEDIA OF PHOENIX FOOD

By
RIMA SUCI WULANDARI
NPM : 1401110351

Phoenix Food is a Lombok's food gift producent which produce taffy and sweets made of seaweed from the year 2000. Beside taffy and seaweed sweets as their main product, Phoenix Food also produce seaweed chips and cashew.

As a special souvenir from Lombok, Phoenix Food has not been well-recognized by society and tourist who visited Lombok Island. The visual identity of Phoenix Food is considered weak in consumer point of view. The Phoenix Food logo is seen complicated, so it's hard to remember. Besides that, Phoenix Food eventually does not pay too much attention on their promotion, so the message which supposed to be delivered to the consumer is not effective.

This final project has the goal of increasing society's awareness of Phoenix Food as a food gift through the redesigning of logo and the designing of accurate and effective promotion media of Phoenix Food to hit their segmentation.

In resolving these Phoenix Food problem, the writer gathered information through interview, observation, and library research. Based on the acquired data, eleven promotion media which considered effective will be use which are, nameplate, brochures, name card, packaging, digital poster and so on. Through this project, the writer hopefully help Phoenix Food in reinforcing it as a Lombok food souvenir producent.

Key words: Visual Identity, Promotion Media, Logo, Phoenix Food