

ABSTRACT

REDESIGN IDENTITY AND PROMOTIONAL MEDIA FOR NINOY ABON CABE

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Food business in Indonesia nowadays has grown rapidly, from the main food product up to complementary food. The owner of the business never stop to make an innovation in their product in order to survive and to improve their product in this business. One of the inovations they make for their product is provide the product in various flavor, good product appearance until a uNique way to promote their product to consument. Ninoy Abon Cabe is the one of the participant in this business from Jakarta with abon cabai (shredded chilli) as their product. But the existence of Ninoy Abon Cabe has not been widely known by the public, especially for the people of Jakarta. This is due to the lack of promotion system conducted by Ninoy Abon Cabe. Besides identity of Ninoy Abon Cabe also still not good so it is not able to compete with similar products, even similar products that are at the same level, namely SMEs (small to medium sized enterprised / UKM)

To provide a solution of the problem above, Ninoy Abon Cabe require an identity and a better media campaign as well as in accordance with the needs of Ninoy Abon Cabe. Redesign identity and media campaign to Ninoy Abon Cabe is not intended to make products better known Ninoy Abon Cabe community and is expected to enhance the marketability of the product Ninoy Abon Cabe.

Expected for the Ninoy Abon Cabe can better select media that is used for product promotion. Additionally, it will be better if the Ninoy Abon Cabe into the mini market so that products can be easily reached by public

Key words : Identity, Promotional media, Abon Cabe