

## ABSTRACT

Ishlahuddin, Fajar. 2016. *Visual Identity Design On Dodol From Tenjo, Bogor. Final Project. Graphic Design. Visual Communication Design Studies Program. Faculty of Creative Industries Telkom University. Bandung*

*Boga Rasa Local Home Industries is one of the Dodol Tenjo prducer at Tenjo District, Bogor Region, West Java. Potentially for widely marketed as the distinctions from unique production process that still using traditional methods, the ingredient's such as sticky rice that processed to sticky rice flour and high quality organic palm sugar that directly imported from local villages in Rangkasbitung districts such as Ciboleger and Kanekes (baduy) village.*

*The issues that faced by Local Home Industries. Boga rasa does not have any visual identity yet, and the packaging that still having no improvement much more than normal packaging nowadays. As the owner of local home industries. Boga rasa does want to have a new packaging that boost up the Value of Dodol Tenjo Products.*

*The Visual Identity plan and Packaging design for Dodol Tenjo from Local Home Industries. Boga rasa plan was started with qualitative method, the data searching process with relevant literature, observation and interviews with the owner of Local Home Industries, boga rasa, the employee and consumer. Determine the target audience, creating a matrix analysis against competitor and SWOT analysis that used for judging the value of the company by internal or external factor.*

*Based on several chain analysis above, it was discovered the fact that Visual Identity in good packaging design would attract more consumer and with good quality material that preserve the products with better protection. For the products could be distributed into any region without any afraid of being damaged or spoiled. Because pre-planning stage for designing the packaging, any issues must be calculated first for better package that should be done the exact purpose.*

*Keywords: Visual Identity, Packaging Design, Boga Rasa Local Home Industries.*