

ABSTRACT

VISUAL IDENTITY AND PROMOTION MEDIA DESIGN OF MIE LIDI MAMA NONA

By

NOVAL GUNAWAN

NPM : 1401120470

Mama Nona is one of the local brand in Indonesia which produce and sell mie lidi that has stood since 2015. As a mie lidi manufacturer, the name Mama Nona has not been recognized by consumers. Visual identity which is owned by Mama Nona is still weak. Logo Mama Nona has similarities with the logo of Geotag. Besides the logo Mama Nona has no distinguishing characteristic and clear. In addition to visual identity, Mama Nona also less attention to the promotion, so it is less well known. This final project has the goal of increasing society's awareness of Mama Nona as a mie lidi manufacturer that brings the concept of traveling and have a taste of the archipelago. Through the redesigning of logo and the designing of accurate and effective promotion media of Mama Nona to hit their segmentation. In resolving these Mama Nona problem, the writer gathered information through observation, interviews, literature review, analysis matrix, SWOT and marketing mix. Based on the acquired data, twelve promotion media which considered effective will be use which are, business cards, envelopes, letterheads, stamps, posters, brochures, leaflets, flyers, packaging, x banner, advertising magazines, website , goodie bags, water bottles, and a cap. Through this project, the writer hopefully help Mama Nona in reinforcing it as a mie lidi that has a taste of the archipelago and the noodles stick that could become friends while you're traveling.

Keywords : visual identity, promotion media, logo, mie lidi, Mama Nona.