

## **ABSTRACT**

### **THE DESIGN OF VISUAL IDENTITY AND ITS IMPLEMENTATION OF PROMOTIONAL MEDIA OF TELOR BAKAR YES**

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Indonesia became one of the countries that have many cultures. One of the cultures that Indonesia has is traditional food or typical food. Each city has traditional food or different specialties, one of which is in the city of Brebes with its typical food of salted eggs. Salted eggs were first introduced by a couple from bamboo country, China, In Tjiauw Seng and Tan Polan Nio in 1950.

The salted egg is very closely related to Brebes Central Java area, as a tourist destination with souvenirs of salted eggs. Telor Bakar YES is one of the SMEs that sell salted eggs located in the Pantura line precisely on Jalan Pangeran Diponegoro No. 31 Brebes, Central Java.

Based on the results of direct observation, examined various problems in Telor Bakar YES logo that is still not consistent in the application of media, promotional media conducted still can not increase sales of Telor Bakar YES products and the existence of new toll road construction that is East Brebes Toll which opened in May 2016. In the design of this Final Project, created a visual identity by designing GSM (Graphic Standard Manual) as a guideline to standardize the identity that has been made to maintain the consistency of the use of identity such as logos to keep appearing well and appropriate in implementing it on the media campaign to be used, able to increase Telor Bakar YES's sales.

**Keywords:** Visual Identity, Logo, Promotion Media, Salted Egg, Telor Bakar YES