

ABSTRACT

VISUAL IDENTITY AND PROMOTION MEDIA DESIGN FOR SPOONFUL OF SUGAR

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The phenomenon of a healthy lifestyle is trending in Indonesian society especially the urban. This trend opens up a great opportunity for the natural cosmetics business. This business is currently growing because of the public awareness of the importance of using natural ingredients for beauty is increasing. In addition to nurturing their beauty, people also nurturing the the environment by using beauty products that made of natural ingredients. One of the brand that has the concept of beauty products made from natural ingredients is Spoonful of Sugar. This brand that has been established since 2015 is using 100% natural natural ingredients without using any chemicals material. Unfortunately, Spoonful of Sugar is still lacking of public awareness because of the promotion is not optimal. Moreover, the visual identity has not been effective because it has no characteristic that highlight the advantages of the product. The methods that used to collect data is observation, literature study, interviews, and questionnaires. The result of collected data then analyzed by using comparison matrix. The conclusion of this study is the visual identity and promotion media that suitable and right on target is indeed needed for the target audience to know about Spoonful of Sugar that is expected to increase the brand awareness.

Keywords: Visual Identity, Promotion Media, Natural Beauty Products, Spoonful of Sugar