

DESIGNING VISUAL IDENTITY FOR “KECAP ZEBRA”, AS THE ORIGINAL SOY SAUCE FROM BOGOR

Kecap Zebra is one of the soy sauce producers in the city of Bogor, West Java. It has a different taste and texture than other soy sauce products, using the best quality ingredients and using natural processes from fermentation to packaging, and so it has the potential to market these products to a wider audience. The problem experienced by Kecap Zebra is, in terms of packaging. Due to the packaging of zebra soy sauce from then until now it has not changed, it does not have any distinguishing look with other soy sauce products.

Visual Identity Design and Packaging Design for Kecap Zebra is carried out using qualitative methods, namely by direct observation, interviews, and questionnaires for owners, sellers, and consumers of Kecap Zebra. From the results of the method produced a design, namely the need for a new identity for the company which will later result in a new spirit for the company, and attractive new packaging, which can be easily carried anywhere and do not have to worry about damage such as breaking and leaking . The author conducts a survey first so that he can choose the material used in the packaging that can protect the packaging properly.

Keyword: Visual Identity, Packaging, Soy Sauce, Kecap Zebra