

ABSTRACT

Emotional Branding is a way of marketers to create an emotional state that is related to a deep emotion between consumer and a brand, with a creative and inovative approachment. Colours are strongly believes had a huge impact on making an emotional branding in the world of marketing communication the selection of colors are to create consumer perceptions is important for the company as a form of bond formed through the perception of the selection of colors.

This certainly affects the views of a consumer regarding the identity shown through products packaged by a company. Color can give a certain impression and identity according to the social conditions of the observer. Therefore a color has an important role in human life. There is a strong connection between color and emotions, because with color can lead to changes in energy and affect the mood or certain feelings in a person, even color is believed to be a reflection in someone's personality or brand personality in marketing communication.

Color is a human visual perception and thus makes color a relative thing to everyone because human visuals through color have different perceptions, this is caused by the placement of a color that is captured visually by someone and can be influenced by many factors.

But not everyone can visualize colors with the same abilities, because a person's sensitivity to identified or seeing a color is certainly different. Because human visual colors have different perceptions, this is caused by the placement of a color that is captured visually by someone. The minimal ability in a person to see color is called color blindness.

Color with many types can be accepted through views or seen by some consumers but many of these colors also cannot be seen by some people with certain conditions. As a result, information delivered in color is not accepted by some consumers as it should be expected.

Keywords: *color, emotional branding, marketing communication. color dificiency consumer.*