

## **ABSTRACT**

### **DESIGNING DESIGN STRATEGY AND IMPLEMENTATION IN VISUAL MEDIA FOR MIMI SEHAT BUSINESS**

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In Creative Industries, the culinary subsector is currently the largest contributor to Indonesia's GDP. It's caused by the competition among fellow culinary industries. Mimi Sehat Business is one of a culinary industry from Cirebon. Mimi Sehat is a small business that does not have an attractive identity and promotion, so this business is still not well known by the public. To provide solutions to the problems above, data is needed in the form of interviews with business owners, observation of products and similar products, and literature studies. The collected data is processed through the formulation of design strategies PEST analysis, Porter 5 Forces, Competitor Analysis, SWOT Matrix and Ansoff Matrix. The results of the analysis are used as the basis of the visual media design to solve the problems of the previous problems and to increase Brand Awareness of Mimi Sehat.

Keyword: design strategy, market analysis, internal analysis, external analysis