

ABSTRACT

Emotionally connected is one of the strategies and business tactics of a company to gain customer loyalty. Visual identity is the first experience that will be obtained from consumers in recognizing a brand. Visual identity that is consistently assessed can build consumer trust in a brand so that consumer loyalty is increasing. Dago Dairy is a farm that branding itself through an emotional approach by elevating the process undertaken to produce the products offered. Based on the research and analysis methods conducted, Dago Dairy does not yet have a consistent identity system to be applied by various media, especially promotional media. So, it is necessary to redesign the visual identity of the Dago Dairy farm and to implement it consistently on promotional media that aim to increase trust, attract attention, and be known by the public to increase sales.

Keywords: Dago Dairy, Visual Identity, Promotion Media, Proces, Loyalty