

ABSTRACT

Mangoes are easily found in Indramayu. Because there are too many mangoes, it has earned the nickname the mango city. Mango fruit is like any other fruit, only ordinary fruit that is picked from the tree and then people save it for food storage, because the mangoes are fast decomposing. Based on the existing phenomena, candied mango processed is very influential for the city of Indramayu, which can provide a new brand image. But to change that must provide support from the view of promotion so that it can be known to many local and out of town people. Building a promotion requires several ways, namely by creating a visual identity and promotional media. This problem is the goal of design. The research method used is a qualitative method and several methods of data collection using aspects, observations, interviews, and literature studies as well as using content analysis, visual, questionnaire data, and matrix by overriding several theories of visual communication design, visual identity, and promotion. In order to be known to many more people, methods and theories are simply packaged again by packaging them by creating output in the form of logos, billboards, brochures, websites, posters, social media, and other supporting media. With this, it is hoped that the candied mango will become a well-known food product and a souvenir from Indramayu for the people who visit it.

Keywords : Candied Mango Fruit, media promotion, visual identity