

ABSTRACT

Design Strategy For Banua Cokelat

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Central Sulawesi is one of the provinces that has a lot of potential in various fields one of which is in agriculture, namely cocoa beans. Central Sulawesi is the largest producer of cocoa beans in Indonesia. The potential possessed by Central Sulawesi makes the people of Central Sulawesi develop this potential by making a business. One of the businesses that uses this potential is Banua Chocolate which is located in Palu City, Central Sulawesi. This business sells stem chocolate products using Couverture original chocolate fermentation from Central Sulawesi obtained from cocoa bean farmers. However, the community's brand awareness of Banua Chocolate products is still less known by the community as a typical product of Central Sulawesi. The brand positioning of Banua Chocolate is still unclear so that it affects the community's perception that has not yet formed towards Banua Chocolate. Banua Chocolate also does not have a good design system. So that the implementation of the design in all the Banua Chocolate media is still so irregular to be implemented in all media, especially communication media to the market. With these problems, the author tries to obtain data and analyze using interview methods to informants, observing research objects, distributing questionnaires to the respondents concerned, as well as conducting a literature study. The data that has been obtained were analyzed using the design strategy theory, namely PEST analysis, Porter's 5 Force, Competitive Analysis, SWOT Matrix, Product Life Cycle, Audit Design, and Comparative Matrix. From the results of this analysis will be the basis for designing a design strategy on Banua Chocolate.

Keywords: Design Strategy, Media Design, Banua Chocolate, Central Sulawesi, Central Sulawesi Chocolate

