

ABSTRACT

Kaia. Eco is a company based on the basic beverage packaging of Polyactic Acid that is made from natural ingredients such as cassava fiber. Kaia started to stand since 2018 but only began to start in the early 2019. Kaia is based on the concerns of the owners of Kaia, about the habit of hanging them in a coffee shop that has a waste of drinks they ordered. Therefore, he wanted to make changes as early as possible by establishing Kaia. Eco, it is done with the business model of Kaia, namely B2B (Business to Business). The reason Kaia uses its own B2B business capital so that the products from Kaia can directly target FnB companies so that companies can reduce their plastic waste. But due to the difficulty level is much different from the ordinary plastic, then the price of a drink plastic Kaia is much different to 4x the size of the usual plastic cups. With the reason for the Cost that is not suitable, many companies refuse to use Kaia. Whereas these companies have already aware about the impact they do about the use of this ordinary plastic. Until the solution appears that the author presented to the design of this branding is doing an educational campaign to the wider community. The result of this research is a set of branding strategies that use the Facet method as a method of branding strategy, visual recommendation as well as the final visualization of the Kaia branding strategy. Thus the author hopes that the existence of this research can help the wider community in becoming one of the references to resolve similar models.

Keyword : *Branding, B2B, Polyactic Acid, Kaia.Eco, Commercial Campaign, Movement.*