

ABSTRACT

This study aims to design an appropriate branding strategy for Gang Nikmat restaurant in order to increase brand awareness level from recognition to association in the city of Bandung. The background of this research is the development of the food and beverages industry development. Director of Strategic Communications from The Indonesian Association of Graphic Designers (ADGI) Hadi Ismanto said that Third Wave Street Food : Duet of Good Food and Good Branding is now a new wave of Indonesian Food scene nowadays. Street food are evolve with not only great food but also branding. Gang Nikmat is comfort food restaurant brand that originated from Bandung. Gang Nikmat sell authentic comfort food that came from best local ingredients and serve it with excellent service. After we collected data with questionnaire method, 68,4 respondents answer knew Gang Nikmat as an excellent restaurant with good food also good service. In the other hand, only 36,8 respondents knew that Gang Nikmat had several programs. Our interview with the owner is also discovered new facts, that every micro sidestream restaurant in Bandung only survive between 2 until 4 years. The method used in this branding strategy is using the AISAS design method that has the translation of Attention-Interest-Search-Action-Share to convey an ideology or message to the target audience. Design output in the form of a campaign with organized media from sticker slap inspired by the streetart culture, ambient media, and online video content that will lead the target audience to come to experience the food and the programs lovely serve by Gang Nikmat.

Keywords: Gang Nikmat, branding, comfort food