

ABSTRACT

Prima Group Toserba is a convenience store located in the Rajagaluh area, Majalengka Regency, West Java. Established since 2003 due to expansion carried out by Mr. Ir. Ahmad Satari from the poultry shop in the Rajagaluh Terminal market. The first time it was built was Prima Toserba Rajagaluh, located right on the edge of the Rajagaluh terminal in 2003. In 2005, it opened another convenience store in Cipinang village, Rajagaluh, then in 2007 opened a shop in Leuwimunding, near the Leuwimunding market, then moved to the Leuwimunding monument area in 2012. And finally, opening new branch stores in 2009 in the Bongas area, Sumberjaya, Majalengka. However, after 17 years, there are many visible deficiencies, especially in terms of visual quality, namely the branding of Prima and a decrease in consumers due to increasingly fierce competition with convenience stores that are starting to spread and get closer to the consumer. It is unfortunate if Prima Toserba cannot reopen its shop, then many losses will occur. In this study, data was collected using field observation and interview methods. Based on the method that has been done, it is concluded that Prima Toserba requires visual identity design and promotional media. The main media that will be created are the Graphic Standard Manual and promotional media. With this design, it is hoped that it will be beneficial for the public, but especially for Prima Toserba so that it can compete with other convenience stores.

Keywords: Visual Identity, Branding, Department Store, Prima Toserba, Media Promotion