

PERANCANGAN STRATEGI *BRANDING* UNTUK UMKM CUANKI INSTAN CHEE-BHOT

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ABSTRACTS

The purpose in this research is to build brand image of MSME Cuanki Instan CheeBhot as Top of mind cuanki cup instant that has a variety of flavors. Currently, the competition of MSMEs, especially in the culinary section, is due to the image of Bandung itself which has become part of the culinary tourism center. Therefore, in order for MSMEs Chee-Bhot to compete with other culinary snacks, they make a unique traditional bandung food dish that makes it a more modern and practical packaging and has a variety of flavors to be enjoyed at any time without having to wait for cuanki merchants. However, the problem with MSMEs is that their lack of branding strategy to introduce to the audience that cuanki from MSME Chee-bhot is unique compared to other cuanki. As written in the theory of brand awareness level, namely the level of brand awareness has levels such as: Unware of brand, Brand recognition, Brand recall, and Top of mind. For the problems that occur in MSMEs Chee-Bhot is the level of brand awareness of those who are still in brand recall, that the audience has known their product but still do not know what advantages are offered from Chee-Bhot MSME products. This research was conducted using observation methods, interviews to owners, conducting questionnaires to the target audience, as well as conducting theoretical studies. To build an image brand, it is necessary to strategize activities from the theory of promotional mix, namely advertising and public relations on the internet and social media due to its insane cost and fast process. Therefore, with this research, MSME Chee-Bhot is expected to be recognized by its consumers as a provider of instant food snacks that are diverse in flavor.

Key word: cuanki, instant, promotion

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