

ABSTRACT

DESIGN OF TAHU MIRASA BRANDING STRATEGY IN CONGGEANG SUMEDANG

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Sumedang is one of the cities in West Java which is famous as a culinary tourism city, which is the hallmark of Sumedang Tahu. This food made from soybeans and a mixture of special spices has become the main commodity that dominates the culinary industry in the city of Sumedang. Most of the people work as tofu traders and some even have their own factories. Thus, Tahu Sumedang has progressed from time to time, so that each Tahu Sumedang shop has its own way of introducing its products to its customers. This is what makes Sumedang tofu producers vying to attract the attention of their customers. However, many of them do not understand the importance of a branding strategy so that the identity of the product is not visible. Therefore, here the author intends to make a design about "how a product can expand its marketing reach through a Branding Strategy"

For the research method, the authors conducted data collection and data analysis, where the authors conducted on-site observations, interviews with resource persons, and collected other data by conducting documentation and literature studies. Furthermore, the data that has been obtained is then analyzed using the AOI, AISAS, and SWOT models.

Based on the results of the research and design carried out by the author, it can be concluded that Tahu Mirasa needs to carry out a branding strategy, by highlighting a new visual identity so that Tahu Mirasa can look different from its competitors, by highlighting the old-school aesthetic but packaged in a contemporary style. For this branding design, the main media and supporting media are needed to attract the attention of the audience, such as logos, packaging, posters, booths, banners, etc. The promotional media that has been created is expected to attract the attention of consumers in Sumedang and outside Sumedang to buy tofu at the Tahu Mirasa shop.

Keywords: Culinary Industry, Brand, Sumedang Tofu, Visual Identity, Design

