

ABSTRACT

Berastagi is the central area for producing passion fruit from North Sumatera. With good climatic conditions and soil fertility, making the passion fruit from Berastagi into one of the local fruits that has the potential to be developed. Markisa Noerlen is a culinary business from North Sumatera that processes passion fruit from Berastagi for its products. The business is growing quite well. To continue to increase sales volume, Markisa Noerlen wants to expand their business by entering a wider market. However, there are still many people who feel unfamiliar with the products from Markisa Noerlen compared to other similar business products. Visual identity that has not been able to display a business image and the ineffective of the existing promotional media has made a lack of public awareness of Markisa Noerlen's business. In this research, data were collected using the method of observation and interviews with business owners, interviews with expert resource persons, and using questionnaires to the target audience. In addition, this research uses literature study which is related to marketing and visual communication design. For data analysis, a comparison matrix for similar businesses and a SWOT analysis is used as a reference for the design concept. The results of the design is in the form of visual identity designs, promotional media, and design innovations with the aim of helping Markisa Noerlen be better known by the public and be able to develop his business in a wider market.

Keywords: promotion, promotion media, visual identity, Markisa Noerlen.