

## **ABSTRACT**

### **VISUAL IDENTITY AND PROMOTIONAL MEDIA DESIGN OF UMKM SAMBAL BAWANG MM**

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Tasikmalaya is a city famous for its culinary tours. One of the most popular foods is sambal. Sambal now comes with various types of it, but not everyone can make sambal, that's why the packaged sambal business has emerged. One of the packaged sambal businesses is UMKM Sambal Bawang MM. Sambal Bawang MM is still less well known due to the lack of an attractive and consistent visual identity and the promotion is still not maximal so that a good visual identity design and promotional media are needed. The methods used in this research are observation, interview, questionnaire, and literature study. Then use matrix analysis and SWOT to determine the strategy to be used. The results of the design can be used by UMKM Sambal Bawang MM so that it can increase public awareness of Sambal Bawang MM and increase product sales.

Keywords: UMKM, Sambal, Tasikmalaya, Visual Identity, Promotion