

ABSTRACT

REDESIGN VISUAL IDENTITY AND PROMOTION MEDIA OF UMKM LEMON GOURMET BEKASI

Cut Alifia Sabrina

1601174277

Lemon Gourmet is an UMKM engaged in the bakery sector. The products sold do not use preservatives and products that are produced on the same day as the time of sale, and have the characteristics of a lemon variant. Lemon Gourmet has potential in terms of serving healthy food but does not yet have a strong visual identity and the promotional activities carried out are still less effective. The Lemon Gourmet logo does not represent the products it sells and there is no similarity in the identity system as a characteristic, resulting in a lack of consumer brand awareness of Lemon Gourmet. Based on the results of data collection using observations, interviews, questionnaires, and literature studies which were then analyzed using the comparison matrix method, it was concluded that Lemon Gourmet needed a new identity that better described the products it sells and the development of more effective promotional activities in accordance with the target audience and the right media. With the redesign of visual identity and promotional media, it is expected to increase consumer brand awareness of Lemon Gourmet.

Keywords: UMKM, Lemon Gourmet, Bread, Cake, Visual Identity, Promotion.