

## **ABSTRACT**

*Ocean View is one of the seafood restaurants located on Madasari Beach. is 20 Km from Pangandaran City, precisely in Masawah, Cimerak District, Pangandaran Regency, West Java. In addition to the affordable price, lobster is one of the mainstay menus of the Ocean View restaurant from the many other seafood menus. The catch is directly taken by fishermen from the limestone cliffs on the shores of Madasari. Ocean View offers a beautiful view, but due to the intense competition from other traders, Ocean View restaurants must be able to compete with local and non-local restaurants in the vicinity. Especially in the midst of the current situation, such as the pandemic and the problem of plastic waste. This study aims to help Ocean View restaurants to compete and survive among homogeneous traders in the midst of oligopoly competition by developing the potential that restaurants have through their corporate identity and promotional media. Building positive and greater connections with consumers and tourists who first visited Madasari beach emotionally and digitally through personas and activation of promotional media owned by Ocean View restaurants.*

*Keywords: Ocean View, Madasari Beach, Lobster, Seafood, Restaurant, Graphic Design, Visual Communication Design.*