

ABSTRACT

REDESIGN VISUAL IDENTITY AND PROMOTION MEDIA IKA-KE CASSAVA GIPANG

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Banten is one of the regions of Indonesia that has special food, especially in the Cilegon area which has a typical snack, namely Cassava Gipang. At this time, society is required to continue to innovate because it is in line with the times and technology. This innovation is also carried out on contemporary food which is a competitor to traditional food and makes traditional food less attractive to the public. Coupled with the Covid-19 pandemic, traditional culinary entrepreneurs are increasingly experiencing difficulties and are required to be creative in digital media so that competition between entrepreneurs is getting tougher as felt by Gipang Singkong Ika-ke. So far, the promotion carried out by Ika-ke has not been precise and effective, besides that the visual identity of the Gipang Cassava Ika-ke is still not representative of the product as well as the development of product variations and changes in market segmentation that make owners want to redesign their visual identity. The method used in data collection is through interviews, observation, questionnaires, and literature study. Data analysis was carried out by analyzing the results of observations, interview analysis, analyzing the results of the questionnaire, and analyzing the comparison matrix. This design is expected to increase brand awareness and sales at Ika-ke Cassava Gipang.

Keywords: Traditional Food, Cilegon, Visual Identity, Promotion, Cassava Gipang, Visual Communication Design