

ABSTRACT

Baked Goods (BG) products in every region in Indonesia are currently growing rapidly every year because they have different trends. The development of Baked goods is influenced by public demand as consumers and changing culinary trends. One of this small business engaged in the Baked Goods sector is Freezy Cake, but Freezy Cake is currently not well known to the public due to the lack of consumer knowledge of the Freezy Cake promotional media. The method used in data collection is by means of observation, documentation, interviews, questionnaires & library data. Then analyzed with similar products or comparison matrix. The things that are focused on in this design are logos, banners, flyers, posters, and other supporting media. Therefore, the redesign of the visual identity for this small business is very necessary to improve effective and efficient promotions in order to create and form an image in the minds of the public in expanding the Freezy Cake target market.

Keywords: Bake Goods, UMKM, Freezy Cake, visual identity, promotion