

ABSTRACT

Traditional snacks have their own characteristics and have been around for decades in Indonesia. Traditional snacks have also become a culture and tradition in the community. The number of new products increasingly makes the interest in buying traditional snacks decrease. Most traditional snacks still do not have a visual brand identity and promotional media. For most people, traditional snacks are still known by word of mouth or from traveling vendors. Dodol Alame that has existed for a long time, without knowing the exact time when Dodol Alame was born. Dodol Alame has become a characteristic dish for the South Tapanuli Mandailing community. Over time, the making of Alame lunthead has become less and less and less inherited to the younger generation. The reason for the dimming concern for Dodol Alame cannot be separated from the promotions carried out and the Government's efforts to preserve it. By utilizing graphic design, traditional snacks can compete in social media, online shops, websites, and others, the visual identity of Dodol Alame Santabi can be designed both in logos, packaging, illustrations and others. The visual elements designed are also inseparable from cultural elements and the concept of messages from the place of origin of Dodol Alame snacks, namely South Tapanuli. By using qualitative methods such as data collection, observation, interviews, and literature studies which are carried out accordingly to produce a design concept. This design is expected to be able to make Dodol Alame better known among many people and provide an experience in consuming traditional snacks that have been increasingly forgotten in this modern era.

Keyword: Visual Identity, graphic design, Traditional snacks, brand