

ABSTRACT

THE REDESIGN OF PAWON BIRU FOOD & BEVERAGE VISUAL IDENTITY & PROMOTION MEDIA

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Frozen Food is one type of food that is currently in great demand by the people of Indonesia, because it is easy to process and is a durable product to store. Pawon Biru Food & Beverage is an SME engaged in the culinary field that provides various variants of Frozen Food, located in Cibiru Hilir Village, Cileunyi District, Kab. Bandung West Java. However, Pawon Biru Food & Beverage still does not have sufficient visual identity and a less than optimal marketing strategy, because the public is not aware of this SME. In this design the data collection uses the method of literature study, observation, interviews and questionnaires. The data analysis used a comparison matrix as a reference in the design concept. The author will design visual identity and promotional media as well at Pawon Biru Food & Beverage.

Keywords: Media Promotion, Visual Identity, Frozen Food, Pawon Biru Food & Beverage