

ABSTRACT

The fashion industry is the second most damaging industry to the environment, but this industry contributes greatly to Indonesia's creative economy. However, the Covid-19 outbreak has had an impact on the Indonesian economic sector. One of them is Dumai City in Riau Province which focuses on restoring the economy by mobilizing MSMEs. Iema Ecoprint is one of the eco-friendly fashion SMEs from Dumai City. However, Iema Ecoprint still does not have a good identity, appropriate packaging and lack of information dissemination and promotion. Therefore, it is necessary to design a visual identity and promotional media for them. This report using qualitative research method with observation, interviews, literature study and a quantitative research method with a questionnaire. The analytical method used is SWOT analysis. This design is expected to increase the attractiveness and competitiveness of products and the existence of ecoprints as an effort to preserve the environment.

Keywords : Fashion, Eco-friendly, Ecoprint, Identity, Promotion