

ABSTRACT

The culinary business is a business that has no end, because food and drink are primary needs for humans. This condition has led to the proliferation of culinary businesses, resulting in increasingly fierce competition to increase the number of visitors. Angkringan Depan Rumah is an eatery or diner that provides traditional Javanese culinary dishes such as cat rice, fried food, intestine satay or quail, as well as ginger wedang and other drinks. Home Angkringan attaches great importance to the quality and cleanliness of the menu provided to consumers. Home Angkringan has a problem with having a visual identity system that has its own characteristics to be applied to various media, especially promotional media. So it is considered that it requires a visual identity design and also the implementation of content on promotional media that is less than optimal. The purpose of this design is to introduce Home Angkringan to the public. And Make Home Angkringan different from other Angkringan in order to increase sales from Home Angkringan.

Keywords: Home Angkringan, visual identity, promotion, business, restaurant