

## **ABSTRACT**

### ***TUKUO NENG TOKOKU BRANDING STRATEGY DESIGN IN YOGYAKARTA***

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*Yogyakarta is one of the provinces in Indonesia which is located in the east of the island of Java known as student city. Not only known as a student city, Yogyakarta is also known for its diverse. Of the many culinary, Tuko Neng Tokoku that had stood since the middle of the year 2019 is one of the SMES that sell frozen food products not just processed foods, but there are also different types of meat, vegetables, and seasonings instant to the cuisines of Indonesia, Korea, and Japan. During the course of business, Tuko Neng Tokoku yet never do branding strategy and only once do promotional activities that lead to no formation of a clear identity and a lack of awareness of the community. This study aims to create a branding strategy that is appropriate and the formation of visual media in accordance with the target audience of Tuko Neng Tokoku. The design is created based on the data collected through observation, interviews, questionnaires, and Literature. The results of the research design of this branding strategy in the form of creation of a logo, mascot, and visual media in the form of print media and digital media.*

*Keywords: food, branding, branding strategy, tuko neng tokoku*