

ABSTRACT

Bandung is the largest capital city in West Java. Currently, the city of Bandung has become one of the main tourist destinations for tourism, shopping and culinary. Canary Canteen which is located in the Bandung Metro Trade Center Complex. Then in 1997 the Canary Canteen business has grown in the culinary business of a very affordable menu and price. then the culinary business is very promising, especially for the Canary Canteen. Canary Canteen in one month is able to generate a profit of about 10 to 15 million. However, the emergence of new competitors and not all restaurants do not have an identity so that consumers/communities do not recognize and are not interested in products from their own brand. The method used to collect data by means of observation, interviews, questionnaires and literature study. Then the data collected is analyzed using a comparison matrix. In this study it can be concluded that the design of visual identity and promotional media is needed to increase consumer confidence to buy products from that brand. The results of this study are focused on solving problems that occur in the Canary Canteen.

Keywords: Bandung City, Visual Identity, Promotional Media, Culinary, Business, Canary Canteen