

ABSTRACT

The birth rate is always increasing, from various regions, regions, cities, and provinces in Indonesia births continue to appear. This is a new problem, but for entrepreneurs this is a good opportunity to be used as a business area. One of them is a business in the field of baby and children's clothing that has been utilized by a brand called La La Land Baby & Kids, which is a brand that sells baby and children's clothing using cotton that are safe, comfortable and affordable price. This business has developed quite well since its establishment in 2021. However, there are still many people who are not familiar with this product and brand. Visual identity and promotional media that are used are less effective because they do not represent and reflect the image of the company's products, so they have not grown brand awareness . For this reason, in increasing and expanding the market, a design with a research approach is needed through interviews, questionnaires, observations, and literature studies to obtain a visual identity design and effective promotional media. The analysis was carried out using data analysis in the form of STP, interviews, questionnaires and comparison matrices with several similar businesses. The final result of this research is the design of a visual identity that can represent the brand image and the creation of promotional media that will help the brand in increasing brand awareness of La La Land Baby & Kids.

Keywords : *Visual Identity, Promotional Media, La La Land Baby & Kids*