

ABSTRACT

VISUAL IDENTITY REDESIGN AND IMPLEMENTATION IN MEDIA PROMOTION “BYMARSYA.CO”

Cinnamon Roll is one of the popular desserts in Indonesia. The pandemic had a major impact on many food businesses, for example the emergence of competitors with similar products online, causing intense market competition between businesses. "Bymarsya.co" is one of the cake & dessert businesses specializing in cinnamon rolls in Bandung since 2017 which is having difficulty increasing sales and brand awareness and expanding the market post-pandemic in order to compete with competitors. This is because the visual identity problem is not strong yet and has not been implemented in promotional media effectively and consistently. Based on the results of data collection using the Library Study, Interview, Questionnaire and Observation methods and then analyzed using the Questionnaire, Matrix and SWOT method so that it can be concluded that Bymarsya.co needs a new visual identity that able to describes the products it sells better and can be implemented in promotional media effectively according to target with the right media in order to inform their products and spread brand awareness. The design results obtained from this Final Project are used to help "Bymarsya.co" in overcoming its declining sales after the pandemic and being able to achieve its goals through visual identity and its implementation on various promotional media.

Keyword : Cinnamon Rolls, Post Pandemic, Brand Awareness, Visual Identity, Promotion