

ABSTRACT

DKI Jakarta has experienced very rapid growth in the number of MSMEs since 2019. MSMEs need a strong visual identity and creative strategy to compete. One of them is by using promotional media. Dapur Yana MSME is one of the MSMEs located in the city of Jakarta. Dapur Yana SMEs are engaged in the culinary industry and have been established since 2018. Dapur Yana MSMEs do not yet have a consistent visual identity and proper promotional media, causing a reduction in the credibility of the Dapur Yana MSMEs brand which affects product sales. This study aims to produce a visual identity design and promotional media that can form a strong brand image in Dapur Yana MSMEs to gain awareness of their target consumers. Visual identity and promotional media designed, containing information about the Dapur Yana MSMEs brand and its products. The research method uses qualitative methods in the form of data analysis from observations, interviews with experts, literature studies, and quantitative methods in the form of questionnaires to respondents according to the target market. The visual identity design method and its implementation in promotional media use the design thinking method. This research is expected to increase the awareness of potential consumers of Dapur Yana through visual identity and its implementation in promotional media.

Keywords: Visual Identity, Promotional Media, MSME, Brand.