

ABSTRACT

Businesses in the food and beverage sector or what is commonly called F&B are growing very rapidly in Indonesia, more and more parties are opening businesses in this field ranging from MSMEs to large companies, not spared from F&B competition in big cities, Galaxy is one of the regions in South Bekasi where you can find lots of restaurants, coffee shops, and all kinds of places to hang out for various groups, from students to workers. One of the restaurants and lounges in the Galaxy area is Holyglass Resto and Lounge, which was established at the end of 2019 until now. Restaurants and lounges are very popular with young people who want to spend time with colleagues and colleagues to chat and just hang out with friends. From the author's observations, it turns out that Holyglass restaurant and lounge still doesn't get more attention from potential customers, especially young people in the Galaxy area, Bekasi. Reflecting on this phenomenon, this design aims to enhance the visual identity of Holyglass Resto and Lounge especially for promotional media on social media. The design this time uses a research method that is carried out qualitatively by collecting data through observation and the data that has been collected is processed and analyzed using the SWOT method. Based on the results of the study it can be concluded in designing visual identity and promotional media to increase product sales from Holyglass and attract consumers to enliven the event held by the outlet.

Keywords : Visual Identity, Resto and Lounge, Galaxy, Bekasi