

ABSTRACT

Now many companies have emerged that create instant noodle products with the label "healthy noodles", such as instant noodle products produced by PT Lemonilo which are instant noodle differentiation with healthier and better quality ingredients and better processing methods compared to ordinary instant noodles. This makes people who have a healthy lifestyle or want to try a healthy life to become Lemonilo noodles as an option. However, there are still many Indonesian people who are not fully willing to try to adopt a healthy lifestyle because in general, the perception of the Indonesian people that healthy food is definitely not delicious, such as some consumers of Lemonilo noodles who apparently feel that the taste and price don't match. Therefore, the company's branding strategy for its products must be precise and appropriate so that the intended message will be conveyed properly in the community. Because it will build a brand image which is a deep and positive impression from consumers and of course this greatly influences product purchasing decisions. In obtaining the necessary data in this design the authors will use the method of observation, interviews and questionnaires using a comparison matrix analysis of the previous branding strategy. And also using communication strategies as well as emotional and visual approaches that are poured into a work which will later use several media such as social media, print media and outdoor media. The design of this branding strategy is expected to be able to provide information whose message is conveyed properly and precisely to the specific community living in Bandung with the aim of changing people's perceptions to be more positive about a healthy noodle product from Lemonilo.

Keywords: *brand image, branding strategy, healthy food, healthy instant noodles, Lemonilo*