

## ABSTRACT

### Designing the Identity of Mr. Kadir's Es Puter Small Enterprise in Kediri

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*Es Puter is one of the many types of traditional ice cream that emerged as an alternative to ice cream during the Dutch colonial period, introduced by the Indonesian people with affordable main ingredients. The ice cream business in Kediri is no longer very common. However, Es Puter Pak Kadir in Kediri has been successfully established since 1970 and continues to be an economic milestone for the family. Pak Kadir's Es Puter experienced a drastic decline in business income due to the ban on large events since the Covid-19 pandemic. This research aims to design a visual identity using qualitative methods. Data obtained from observations, interviews, and literature studies will be processed and analyzed using matrix analysis and SWOT analysis methods. Based on data analysis, it can be implemented in designing a visual identity that meets graphic design rules while still adapting to the needs of Es Puter Pak Kadir as a consumer attractor.*

**Keyword:** *es puter, brand identity, promotion, salles, visual identity*