PREFACE

The author would want to take this time to thank Allah SWT for His presence and blessings. By His mercy, the author was able to do the final project that was required for her to graduate with a bachelor's degree in design, "DESIGNING THE BRANDING FOR ROMANO'S TRADITIONAL SAGON SNACK IN BANDUNG". The author would want to sincerely thank everyone who made this Final Project possible:

- 1. Prof. Dr. Adiwijaya S.Si., M.Si., Rector of Telkom University.
- 2. Dr. Roro Retno Wulan, S.Sos., M.Pd., Dean of the Faculty of Creative Industries.
- 3. Arief Budiman, S.Sn., M.Sn., Head of the Visual Communication Design Program.
- 4. Dear parents, Abdul Muis and Mutiah, for their unchanging love and prayers.

 As well as siblings and other family members.
- 5. Yelly Andriani Barlian, S.S., M.Pd., as the Academic Advisor, who played a crucial role in guiding the author throughout her time in the Visual Communication Design Program.
- 6. Riky Azharyandi Siswanto, S.Ds., M.Des. and Sri Nurbani, S.Pd., M.Hum., the author's Supervisors, for their patience, guidance, and dedication of time, effort, and thought during the final project guidance period.
- 7. Jiwa Utama, S.Ds., M.Ds. and Rizki Yantami Arumsari, S.Ds., MM., the author's Examinors, for their guidance, and effort during the final project guidance period.
- 8. Mrs. Iinda Mina, owner of the Sagon business Romano, for providing in-depth information about Romano.

Finally, the author hopes the readers will benefit from all the good actions that went into creating this Final Project.

Bandung, 23 August 2024

ausan

Sausan