

ABSTRACT
VISUAL IDENTITY DESIGN AND IMPLEMENTATION
ON PROMOTIONAL MEDIA FOR NAWASENA NUSANTARA GROUP

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Nawasena Nusantara Group is an individual company established in May 2024. Nawasena is an MSME that carries out international export trading activities. Nawasena is not a factory, but an export trader. In its development, Nawasena Nusantara Group has not been able to compete with similar MSMEs because it does not have a strong identity or brand and the right marketing strategy. The company's promotion has not been effective so that many clients do not know and establish cooperation. For this reason, an identity and promotional media strategy is needed to increase brand awareness. The methods used include interviews, observations, and literature studies, while for visual analysis using a comparison matrix, then data analysis using SWOT to get an effective identity and promotion design for B2B marketing. Based on the data obtained, Nawasena needs promotional media such as company logos, brand management and its application in various promotional media. It is hoped that this promotional design and design can be a reference in expanding market reach through B2B marketing strategies, as well as increasing Nawasena Nusantara Group's brand awareness.

Keywords: *export, Nawasena Nusantara Group, visual identity, promotional media*