

ABSTRACT

The growth of household consumption in Indonesia has significantly driven the food and beverage industry. Despite being located in a strategic area, Waroeng Paten has experienced a decline in profits amidst the increasingly competitive industry. Analysis shows that the inconsistency of its visual identity and the dominance of conventional media usage without digital integration are key factors undermining the effectiveness of Waroeng Paten's brand communication. The minimal use of social media and online channels, as well as the unstructured and inconsistent application of visual elements such as colors, typography, and brand character, has caused the spread of information and the brand to still rely on word-of-mouth promotion, which is uncontrollable and difficult to manage. To address these issues, a well-directed and consistent design strategy is needed to facilitate increased brand awareness and strengthen the image of Waroeng Paten in the market. The data collected through observation, interviews, and literature studies will be analyzed using a design strategy approach that becomes the solution to create an effective visual communication system by integrating design principles into brand communication management based on business analysis. It is expected that the design outcomes will help Waroeng Paten improve its competitiveness in the increasingly dynamic food and beverage industry.

Keywords: Awareness, Brand Communication, Design Strategy, Visual Identity, Waroeng paten