

ABSTRACT

Bandung, as the capital city of West Java Province, is a strategic tourism destination and attracting many tourists. In the context of tourism, souvenir products, especially specialty foods such as Peuyeum Bandung, play an important role. Peuyeum is one of Bandung's specialties processed products made from fermented cassava. Peuyeum Madu Pak Opick, as one of the producers, has been operating for eight years and is known for its superior taste and good product quality. However, the lack of brand awareness is a major obstacle, with customers often confused with other brands due to the large number of competitors. This research aims to design a clear and attractive brand identity for Peuyeum Madu Pak Opick, in order to increase brand recognition among consumers and strengthen the competitive position in the market. Using data collection methods of observation, interviews, literature studies, and questionnaires with comparative matrix and SWOT data analysis. The results of this research are in the form of a new brand identity which is outlined in a graphic standards manual book as a guideline for consistent use of logos and visual elements. Hopefully, with an effective brand identity design, Peuyeum Madu Pak Opick can increase brand awareness and attract more new customers.

Keywords: MSMEs, Souvenir Products, Brand Identity, Promotion Media