

ABSTRACT

BRAND COMMUNICATION MEDIA DESIGN TO IMPROVE BRAND CONVERSION OF LAMANDA RESTO JAMBI

Sandrana Puti Tama

1601204133

The phenomenon of increasing interest in traditional Padang cuisine has encouraged the growth of Nasi Padang restaurants in various regions, including Sungai Penuh City. Lamanda Resto, which was established in 2018, comes with a restaurant concept that distinguishes it from Padang restaurants in general. However, Lamanda Resto does not yet have an optimal brand communication strategy and has not yet utilized social media. Amidst high competition and the rapid development of information media, effective visual communication media design is needed to strengthen the brand and reach a wider market. This research was conducted through literature studies, observations, interviews, and questionnaires, and analyzed using the SWOT method, comparison matrix, consumer insight, and consumer journey. The visual concept combines simple photography with attractive illustrations, applied through social media such as Instagram, as well as print media such as stationary, posters, loyalty cards, business cards, and merchandise. This design is expected to increase Lamanda Resto's brand conversion.

Keywords: Brand Communication, Brand Conversion, social media.