

ABSTRACT

This study aims to design a strategy to build a strong brand identity and increase the brand awareness of Riza Medika Clinic, a healthcare facility located in Tangerang Regency. The clinic faces various challenges such as intense competition, a less strategic location, and minimal promotional activities. Using a qualitative approach, data were collected through interviews, observation, questionnaires, and literature studies. The analysis results indicate that Riza Medika Clinic requires a consistent and professional visual communication system, including elements such as logo, color palette, typography, and both print and digital promotional media. The proposed strategy focuses not only on visualizing the brand identity but also on efforts to enhance patient trust and loyalty through a positive and recognizable experience. This design initiative is expected to help the clinic differentiate itself from competitors, reach more patients, and strengthen its position in the competitive healthcare service industry.

Keywords: Healthcare clinic, brand identity, brand awareness, design strategy, visual promotion.