

# **Designing Visual Identity of Gorocho Banana Chips in North Sulawesi**

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## **ABSTRACT**

Gorocho bananas are plants from North Sulawesi that have many uses and are good for health. Gorocho bananas are often managed as boiled bananas, fried bananas and banana chips. Gorocho banana chips are most favored by the people of North Sulawesi because the taste is not so sweet. However, gorocho banana chips are still experiencing problems in visual identity and promotional media. The lack of strong visual identity that exists today, makes gorocho banana chips difficult to be known by people outside the region. In collecting data, the methods used are visual observation, interviews, analysis and literature study. Furthermore, the data were analyzed using SWOT matrix analysis. In this design, it can be concluded that the importance of designing a visual identity and its promotion media so that people outside the region are aware of the products and promoting products that are right on target. The results of this design are focused on the elements of product innovation visualized into media which include logos, business cards, letterhead, packaging, x-banners, etc. With the results of this design, it can help DISPERINDAG North Sulawesi as a developer and facilitator to create visual identities, packaging and promotions to increase regional sales and brand awareness of people and tourists.

Keywords: gorocho banana chips, gorocho banana, visual identity, packaging, promotion