

ABSTRACT

Hawker is a food or beverage who sale by seller in public where these can consume it immediately and in generally not a main menu or main meal. Snack isn't a basic need. But, the existence of snacks can't be released from social life and cultural heritage. Many of snack are popular and spread to other region, even to other countries. Distribution of these snacks didn't directly rule out the existence of local snacks. The problem occurred in Indonesia where hawkers from outside dominate the Indonesian market. The problem is exacerbated by community and local businesses behavior. Displacement of traditional snacks not on snacks potential is weak, where It can still be seen on some types of snacks are famous, even up worldwide. It would require a good promotional media for providing their brand information to consumers. Mascot Designs are chosen as a promotion because mascot can bridge target market and brand so well. Many of popular brand use their mascot as a media campaign, besides being able to leave an impression in consumers, Mascot can be used as unique promotion media. Through one of the popsicles manufacture Likliki, we expecting to spur local street food producers to promote their local snacks and providing information about their local snacks. The Method what used in this design is by observation, interviews to prospective customers. Methods of analysis, which is used in the design of the mascot is a SWOT analysis method and matrix analysis method. With the creation of the mascot character illustration can increase brand awareness and local snacks when possible can improve public perceptions of the local snacks.

Key word: illustrtion, Mascot, likliki, traditional snack, es lilin