Abstract

Rockn'Roll cake is a new brand that engaged in the culinary field, located in the city of Jogja. Rockn'Roll cake offers a main product that combines the traditional delicacy "bakpia" with a more modern "Roll cake", thus creating a product that has a trendy value and innovation with the soft texture of a roll cake, combined with the bakpia crispness on its center. Because Rockn'Roll cake is a new company, it needs a brand that can reflect the personality of the company and the product, and can be applied well on various supporting promotional media. To achieve the expected result from designing the final task, it requires numbers of data collection methods that will be done through qualitative data collection methods obtained through observation, interviews, questionnaires, and literature study. Matrix analysis method will also be used to compliment as a way compare the brand in process with few competitors which are engaged in the similar business. Rockn'Roll cake will provide information, transaction, and product promotion through internet media, that is with social media and website. The expected result that, will be obtained from the design of this final task is the success of Rockn'Roll cake to become a brand that can be recognized by people with their identity and jumped into the market in a competitive manner.

Keyword: Jogja, Rockn'Roll cake, *Brand, Product*.