

## **ABSTRACT**

*Yoichiz is a brand that sells cake in Bandung which can be a souvenir and also sells small to large pastry cake, some of their cake are similiar in shape from another cake brand called Bandung Makuta, but the difference is that yoichiz have their own uniqueness for example all of yoichiz cake uses yogurt cream cheese as their unique ingredients. This thesis with the title "Yoichiz Branding Design Strategy in Bandung" is made with the intention to inform and send the valuable message of yoichiz products as the pioneer of yogurt cake, because as of now, yoichiz doesn't have an adequate form of communication to inform their product value to potential target audience.*

*Designing a branding strategy can be a solution to mentioned problem, with qualitative method, writer gathered and observe some data that is needed for example; documentation, photo and interview. The thesis design result is made for yoichiz target audience, which is a middle class colleagues and young workers alike that currently stay or live in Bandung. The reason why this thesis is made is to a solution for yoichiz because they don't have a sufficient way to inform yoichiz product benefit or product value to yoichiz target audience in the City of Bandung.*

*Keywords : Yoichiz, product*