

ABSTRACT

**BRAND IDENTITY REDESIGN AND IMPLEMENTATION IN
PROMOTIONAL MEDIA FOR DAPUR HIJI CATERING**

By
Tsaniya Dhiya Fakhira
1601174076

Catering services is one of the businesses in the culinary field that is present as a solution to meet the culinary needs of the community by prioritizing speed, practicality, and convenience. In Indonesia, including Bandung City, the catering business becomes a potential business for entrepreneurs in the culinary field. However, the emergence of Covid-19 in 2020 affected many catering business activities in Indonesia, one of them is Dapur Hiji Catering Bandung. This study aims to design a traditional and digital promotional media that fits with the marketing 4.0 and effective to communicate the new brand identity, expand market reach, increase target market awareness and engagement in Bandung City, and increase business opportunities for Dapur Hiji Catering. The data collection process is carried out by observation, interview, questionnaire, and literature study. The obtained data were analyzed using the SWOT analysis method and comparison matrix analysis method with six theories, namely Marketing 4.0, Promotion, AISAS, Graphic Design, Branding, and Visual Brand Identity. The study of these six theories aims to understand how to redesign a brand identity and how to apply it to the promotional media to achieve the predetermined goals and it is expected to be the right solution for Dapur Hiji Catering concerns.

Keywords: Dapur Hiji Catering, Marketing 4.0, Brand Identity, Promotional Media.