

ABSTRACT

This study purpose to design Talamku's brand identity so that it can be recognized by everyone. Not only can it be seen, but it can be remembered, held, felt and it is real as souvenirs typical of the city of Pekanbaru. This study uses a qualitative method. Data collection techniques used are observation, interviews, and documentation in accordance with the design and analyze the data using SWOT analysis to obtain the results of the design concept. The main media in this study consisted of logos and packaging designs while the supporting media were stationary sets, brochures, billboards, merchandise, and online social media promotions. The results of this study can be concluded that, Talamku Brand Identity can lift the image and build buyer awareness of the existence of Talamku and Pekanbaru city which is a Melayu city.

Keywords: Brand Identity, Image, Melayu.