

ABSTRACT

MSMEs in Indonesia are increasing from year to year. It is recorded that there are 64 million MSMEs in Indonesia. In Bone Regency itself in the last 2 years, there has been an increase in the food and beverage industry. Maliku Fried Chicken is one of the culinary SMEs in Bone Regency. This UMKM which was established in 2012 is engaged in the culinary field of chicken and duck. Maliku Fried Chicken experienced a decline in sales and also the absence of a logo as an element of differentiation with competitors. Maliku Fried Chicken has never done any branding activities so far. The purpose of this design is to carry out branding activities and also improve the brand image of Maliku Fried Chicken as a place for chicken culinary and food that is suitable for enjoyed with family and friends. To solve this problem, this research uses qualitative methods. Data was also collected by means of observation, interviews, and distributing questionnaires. The author also conducted a SWOT analysis, comparison matrix, and AOI of the target audience to deepen the data. From data collection and analysis, it will be designed through a branding strategy to convey the message of Many Stories in Every Bite with media and visuals that are suitable for the target audience.

Keywords: Micro, small. and medium enterprises, Maliku Fried Chicken, branding strategy, brand image.