

## **ABSTRACT**

### **VISUAL IDENTITY REDESIGN AND TITAZ CRAFT MSME PROMOTION MEDIA**

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*Tasikmalaya is a city that has a cultural heritage, namely handicrafts. This craft is made by utilizing basic materials from the natural surroundings, so that handicraft becomes one of the livelihoods for the people of Tasikmalaya, especially the Rajapolah area. This causes competition between entrepreneurs with one another. As felt by one of the crafting MSMEs, namely Titaz Craft, which began to expand its promotion through social media, but was hampered by limitations in the identity of Titaz Craft itself, making it difficult to increase target awareness of Titaz Craft.*

*The methods to be used in data collection from this design are observation, interviews, questionnaires, and literature study. Then analyzed with a comparison matrix, to get a conclusion from the data that has been analyzed.*

*The design results that have been obtained are used to improve and strengthen the identity of Titaz Craft to create an image that has its characteristics, and to create a better promotional media to increase buying interest and awareness of the products sold by Titaz Craft.*

*Keywords: MSME, Crafts, Tasikmalaya, Visual Identity, Promotion, Visual Communication Design*