

**DESIGNING VISUAL IDENTITY AND PROMOTIONAL MEDIA "DIAN SALON
MUSLIMAH" BANGKA BELITUNG AS AN EFFORT TO INCREASE BRAND
AWARENESS OF TEENAGERS**

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Abstract

Looking beautiful is the hallmark of every woman, everything is done in order to look beautiful. Teenagers are one of it. Nowadays, many salons target teenagers as their target consumers, as evidenced by many online promotion activities from beauty salon businesses because they want to enter the youth market. The muslim salon is one of the salons that is currently being discussed and searched by teen, because Indonesia is one of the countries with the largest Muslim population. Therefore, they have to look for a closed female-only salon. Dian Salon Muslimah is the one of them, the consumer of Dian are 25-35 years old, Dian want to expand their consumer targeting teenagers. The method they used just update the appearance of the salon only, they don't renew the logo and no promotion. This study aims to design a visual identity and promotional media that is expected to increase brand awareness of teenagers. The data collection process was carried out by triangulating methods and analyzing 2 similar projects. With this method, it is hoped that it will help understand the design of the right visual identity and promotional media in realizing the predetermined goals so that the problem can be solved.

Keyword : muslimah salon, visual identity, promotional media, brand awareness, teenager