

ABSTRACT

DESIGN BRAND IDENTITY OF BANG APEN SMOKED FISH AND THE IMPLEMENTATION IN PROMOTION MEDIA.

Oleh : Ahmad Thohirin

Nim : 1601170036

Riau is a province that produces silais smoked fish which is in high demand because it has savory and crunchy taste that make silais smoked fish become one of the pride traditional foods from Riau. Selais is a typical Riau fish that has a fairly high selling value, because the taste is different from other processed fish. The method used to collect data by observation, interviews, questionnaire, and literature study, then data was collected and analysed by using a comparison matrix. By design of brands identity and their implementation on promotion media such as logos, packaging, posters, flyers, brochures, stationary and merchandise. In this study it can be concluded that the design of brands identity and their implementation on promotion media is very necessary to increase Brand Awareness. The results of this study are focused on solving problems that occur in the Bang Apen Smoked Fish business which wants to expand his products so that sales do not depend on collectors who offer low prices.

Keywords: Riau Traditional Smoked Fish, Visual Brand, Promotion Media