

ABSTRACT

Micro, small and medium enterprises or MSMEs have experienced a decline in sales since the pandemic. One of the MSMEs that produces wholesale cakes which has experienced a decline in sales since 1.5 years ago is Meteor. Meteor is a factory company that produces and sells colored elephant ear chips made from quality ingredients and sold at affordable prices, so that consumers can enjoy delicious and unique elephant ear chips at very low prices. The Meteor factory wants to start introducing its brand to the Indonesian people by selling its products in retail, because Meteor sells elephant ear chips wholesale. Therefore, the purpose of designing Meteor branding is to make the identity of this product have an attractive appearance. With a quantitative analysis method where the situation analysis relates to the market and competitors. This is supported by a SWOT analysis study on Meteor, a SWOT analysis allows to know the product in more detail with the intention of generating a concept from a big idea which can later be applied using the branding method that produces the final product launching result and informs consumers about the benefits of snack products. Meteor as colored elephant ear snacks at affordable prices through appropriate and interesting information media.

Keywords: branding, kuping gajah, Meteor snack, MSME