

ABSTRACT

VISUAL IDENTITY DESIGN AND THE IMPLEMENTATION ON PROMOTIONAL MEDIA FOR PO'ON SUGAR

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Po'on Sugar is a brand owned by Lima Bersama Group (PT Lima Bersama Jaya) that sells coconut sugar in granulated form. Po'on Sugar is not recognized yet in society because it is still in the launch planning phase to enter the market. Po'on Sugar already has a logo but it does not represent the product. They also have a packaging design but it is not attractive enough. Therefore, the owner wants to redesign the visual identity and packaging. However, to reach a wide range market and to increase effectiveness in selling products, it needs the use of another promotion media in digital or print. This research is conducted by collecting data through interview, observation, documents, questionnaire and literature study. The result of the data is then processed through analysis, SWOT and comparison matrix. The output of design is expected to grow awareness from Po'on Sugar's target market and attract the them to purchase the products.

Keywords: *coconut sugar, visual identity, visual communication design, promotion*