

ABSTRACT

Redesign of Visual Identity and Its Implementation in the Promotion of UKM Geprek

Eyang Uti

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Culinary is a business that is in great demand in this day and age, many SMEs or restaurants are opened online and use online buying and selling platforms, such as online provider applications. The platform is widely used by people such as students and workers, which is why people with this lifestyle prefer to order food online and have it delivered directly to the place via an online application. UKM Ayam Geprek Eyang Uti is one of the SMEs that utilizes online applications such as GoFood to sell its products. However, in the process, UKM Ayam Geprek Eyang Uti has not promoted effectively through social media, nor has a proper visual identity like other competing SMEs. In this report, to redesign the visual identity of UKM Ayam Geprek Eyang Uti and its implementation in promotional media, certain methods are needed. The method used is literature study, observation, interviews, questionnaires, and then using a logo observation matrix analysis, as well as the media used. The results of the redesign of visual identity and its application to promotional media are needed as a brand image to be better known by consumers. With this design, it is hoped that it will help UKM Ayam Geprek Eyang Uti to be known more widely and be able to attract more potential consumers to buy their products.

Keywords: Visual identity, promotion, Ayam Geprek Eyang Uti.