

ABSTRACT

Currently the culinary industry is growing and is one of the largest GDP (Gross Domestic Product) revenues in the creative economy. Due to the rapid growth of many people who are opening culinary businesses, a differentiator is needed from competitors. With many competitors needed to be a differentiator from all sides such as product variety, brand identity, and media promotion. in this study has benefits for Bakso Lobster Geger Armada to create a brand that can be recognized by the target audience. The methods used in this research are questionnaires, interviews, literature studies and observations to help create a brand identity and promotional media for Bakso Lobster Geger Armada. the result of creating a brand identity and promotional media to have a useful impact on capturing the target audience for the Bakso Lobster Geger Armada business and can attract visitors to come.

Keywords: Brand Identity, Promotional Media, Bakso Lobster Geger Armada.