

ABSTRACT

" DESIGN STRATEGY FOR PHYSICAL EVIDENCE BOOTH DESIGN IS AN EFFORT TO INCREASE BRAND AWARENESS "

CASE STUDY: AGREE MART

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Indonesia is an agrarian country with abundant natural resources in the agriculture, livestock, and fisheries sectors. According to BPS data (2022), the agricultural sector contributed to the increase in Indonesia's GDP (Gross Domestic Product) in 2022, accounting for about 12.91%. With such abundant potential, many companies see business opportunities to continue to improve the quality and standards of the agricultural sector. PT Telkom Indonesia, through Agreeculture, established a company called Agree Mart, which provides sales services through digital platforms. Many UMKM (micro, small, and medium-sized enterprises) partners with Agree Mart to increase the local community's economy by selling their agricultural products. However, in reality, it is not easy to digitize the agricultural sector massively. This can be seen from the low purchasing interest and knowledge of the public on digital platforms.

This research aims to identify the physical evidence marketing strategy of Agree Mart. The study is conducted qualitatively and descriptively with a design thinking approach. Data collection was carried out through literature study analysis, field observations, documentation, open interviews with Agree Mart's partners, as well as focus group discussions (FGD) with internal and general public. The research findings indicate that Agree Mart needs to improve its physical evidence marketing strategy by incorporating visual branding elements, such as signage, booths, and product displays, to increase brand equity and attract more customers. The initial research results recommend an innovative design concept as a problem-solving solution to enhance customer loyalty towards the brand. The proposed design concept is expected to improve Agree Mart's competitiveness against competitors and expand its user reach to maximize consumer awareness and purchasing interest.

Keyword: Physical evidence, Brand Awareness, Design strategy, Bandung