

ABSTRACT

REBRANDING AND PROMOTIONAL MEDIA DESIGN FOR KLIK AQIQAH

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The process of child birth for Muslims has been regulated in the Koran and hadith. One of them is about carrying out aqiqah worship. Now aqiqah activities are carried out by third parties as service providers. The number of agribusiness-type assisted MSMEs in West Java in 2021 is 47 units. One of the aqiqah service companies in Indonesia is Klik Aqiqah, which was founded in 2017 and is based in the city of Bogor. Click Aqiqah plans to sharpen its target audience, starting from the late millennial generation to the early Z generations who are married and becoming parents. However, currently sales graphs and social media insights, Click Aqiqah are declining due to the influence of the threat of recession. To cover the shortcomings of the impact of this threat, it is necessary to design the right rebranding so that Klik Aqiqah can maintain its business and achieve its goals. The design of the brand guidelines produces an integrated design which will later be implemented in the brand identity and other supporting media. The data in this design uses the method of observation, interviews, questionnaires, and literature study. The collected data is then analyzed with the theory of design strategy and visual communication design. The output of this design resulted in a draft design and rebranding strategy, brand guidelines, brand identity and promotional media so that Klik Aqiqah is able to develop its business and be able to survive in the existing competition.

Keywords: agribusiness SMEs, aqiqah, rebranding, brand guidelines