

ABSTRAC

Based on data from the Ministry of Cooperatives and SMEs, through the UKMINDONESIA.ID Website, there are 85,585-MSME units in Gorontalo Province registered on the Online Single Submission - Risk Based Approach (OSS RBA) platform. MSMEs Bilal Mekar Snack is one of the MSMEs from Gorontalo that focuses on the typical snack sector of the Gorontalo region and food complementary ingredients by utilizing processed fish products as the main raw material. Based on interviews, product observations and previous visuals belonging to Bilal Mekar Snack MSMEs. The author sees that there are several applications of the potential that Bilal Mekar Snack MSMEs have that are still inappropriate, such as the lack of awareness from MSMEs on the branding of their business identity and products in the aspect of visual design, such as the MSME logo which is still too generic and does not have special characteristics that are easy for consumers to remember, There is no product brand name on the packaging, as well as packaging design that often changes in terms of visual design, and does not maximize the promotional media owned. Based on these problems, the research methods used in the design of this final project include literature studies, observations, interviews, questionnaires, comparative matrix analysis and SWOT analysis. The concept used in this design uses a design psychology approach. The result of the design in this study is a new identity in the form of MSME Logos, brand names, packaging designs, and supporting media such as posters, x banners, social media feeds and stories, website profiles, e-commerce feeds & website banners, and others.

Keywords: MSMEs, fisheries, branding, and design psychology.