

ABSTRACT

TAHU KALISARI BRANDING DESIGN TO INCREASE BRAND AWARENESS

Kalisari tofu is a typical product from Kalisari Village, Cilongok District, Banyumas Regency, which has been produced for generations since the 1970s. Even though it has a distinctive taste, is practical to consume, and has no preservatives, this product does not yet have strong Branding. This causes difficulties in increasing sales and expanding market reach. This research aims to design Tahu Kalisari Branding to increase brand awareness. The research uses qualitative methods with data collection techniques through interviews, observation and documentation. Analysis is carried out using the SWOT and USP methods to find the uniqueness and superiority of the product compared to competitors. The results of this research are Branding designs in the form of logos, slogans, Brand Guidelines and supporting media such as packaging, posters, vouchers, clothes, notes, stickers and stamps. It is hoped that the results of this design can help Tahu Kalisari have a strong brand identity, be more widely known by the public, and be able to compete in local and regional markets.

Keywords: Branding, Brand Awareness, Tahu Kalisari, MSMEs, Banyumas.