

ABSTRACT

Redesign of the Visual Identity of Dapoer Mang Uzel

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Indonesia is known as a country with a very diverse culinary wealth and rich flavors. Each region in Indonesia has its own unique specialties, which reflect culture, tradition, and local ingredients. Such is the case with Dapoer Mang Uzel. Dapoer Mang Uzel is a food business established in Bintaro. This study shows how important it is to redesign the visual identity for Dapoer Mang Uzel. The purpose of this visual identity redesign is to increase attractiveness and market reach while fostering customer interest and trust. The updated visual identity is expected to establish a consistent base for the corporate identity, assist in the creation of promotional strategies, and enable the launch of new products. Pre-production, production, and post-production were part of the transformation process, which involved engaging design elements and visualization, including recreating the logo. The new visual identity will be used on signboards, posters, menu books, and other media. The research method used is a qualitative study. This visual identity redesign is expected to reintroduce the Dapoer Mang Uzel brand throughout the region, not only in its home region. The result of this research is to replace Dapoer Mang Uzel's visual identity with a new visual identity.

Keywords : Visual Identity, Culinary, Dapoer Mang Uzel.