

Abstract

REDESIGNING THE VISUAL IDENTITY OF BAKSO KOBOI DAMAI AS AN EFFORT TO INCREASE CONSUMER INTEREST

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The increasingly competitive culinary industry encourages business actors to develop effective branding strategies that can survive market competition and continue to grow in the future. One of the key elements in supporting this effort is visual identity, as it reflects the values and unique character of a business to consumers. As a local culinary business, Bakso Koboi Damai has great potential to gain wider recognition. However, the lack of a distinctive cowboy-themed visual identity in its promotional media and the inconsistency of existing visuals pose significant obstacles in building a strong brand image in the market. Bakso Koboi Damai faces several challenges related to its visual identity that affect brand recognition, especially in aspects such as logo, banner, and the overall brand system, which are poorly organized. This situation makes it difficult for consumers to recognize and remember Bakso Koboi Damai, leading to low brand loyalty and limited market reach. This study aims to create a visual identity in promotional media that aligns with the brand name, Bakso Koboi Damai. The design process applies a qualitative method. It involves the development of various design elements, including the logo, color palette, typography, and other graphic components that align with the cowboy theme. This visual identity is expected to strengthen the brand's character and values, while also supporting the overall marketing strategy of Bakso Koboi Damai.

Keywords: Branding, Visual Identity, Meatball Culinary.