

ABSTRACT

REDESIGN OF THE VISUAL IDENTITY OF MARANDANG FURNACE

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The development of technology makes us required to keep up with the times, especially in online sales. In selling online requires a strong visual identity including logos and designs for social media. The lack of brand identity, especially for the Marandang Tungku brand, makes it difficult for the brand to compete with its competitors. MSME traders compete to create their own characteristics in their visual identities in order to visualize their respective unique selling points. The method used by this study using qualitative method by interviewing the owner of Marandang Tungku to analyze the needs needed for the redesign of the visual identity of Marandang Tungku.

Keywords: Visual Identity, MSME, Redesign.

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