

ABSTRACT

Perancangan Ulang Identitas Visual Pada Toko Kangen Kue Rindu Roti

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Along with the rapid development of the current era, many business sectors have emerged in various cities. One of the cities that has many businesses in Indonesia is South Tangerang. South Tangerang is growing rapidly with many business activities that are currently developing. Kangen Kue Rindu Roti (KKRR) is a household business that was founded and developed by a housewife. This business has been started since 2008, so the bakery has been established for 14 years. Kangen Kue Rindu Roti logo, which is a winnowing and ribbon image, is a delivery of traditional cakes which symbolize efforts to preserve traditional cakes, while the wheat image represents modern cakes. The overall meaning of the pictures and words of Kangen Kue Rindu Roti is: The effort to continue to preserve traditional food so that it is not inferior to the presence of modern bread or cake, and wants both to be miss and missed.

Seeing the superiority of the product Kangen Kue Rindu Roti makes researchers want to rebrand rather than a new visual identity. It is hoped that rebranding will help increase sales of KKRR products by increasing the attractiveness of potential customers.

Keywords: Visual, Identity,

Libraries : 45

Publication Years : 2009 – 2019