

## ABSTRACT

### VISUAL IDENTITY DESIGN OF BAKSO ATOK

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Designing a visual identity is very important because it is one of the aspects of representing a brand. Besides representing the brand, visual identity can also enhance the awareness of the taste of consumers in choosing the brand. This research is focused on raising the problem of street vendors, namely "Bakso Atok". It does not yet have a visual identity, namely a logo. Many consumers are doubtful about the food being sold because they feel unsure about the quality and image. It feels like it doesn't have a visual identity for its merchandise, namely a logo. Bakso Atok needs ideas and innovation to increase awareness and trust of consumers. To solve this problem, designing visual identity becomes very important because it can be the first impression for consumers when they look for a logo. The purpose of this logo design is to increase consumers' sense of trust in Bakso Atok and to be easily recognized by the public in a wider scope. Therefore, logo design is made through various processes from observation, sketching, determining the layout, and choosing colors to digitize according to the concept needed and desired. With the good logo of Bakso Atok, this research can improve the quality of the brand image and of course sell. So many people believe in the quality and are aware of Bakso Atok. The design logo process can be used in developing logo design stages.

**Keywords:** Visual identity, Logo, Brand, Meatballs

