

ABSTRAK

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PERANCANGAN ULANG IDENTITAS VISUAL POTAYO FRIES

Di Indonesia, pertumbuhan bisnis Food and Beverages sedang berkembang dengan pesat. Mulai dari anak muda hingga pebisnis kalangan atas berlomba-lomba memasuki industri ini. Dengan banyaknya kompetitor di industri ini, salah satu kunci keberhasilannya yaitu dengan terus berinovasi & kreatif dalam hal produk sehingga masyarakat bisa lebih tertarik. Salah satu bisnis *Food and Beverages* yang terus berinovasi adalah Potayo Fries yang menjual berbagai macam bentuk produk olahan kentang goreng sejak 2019. Produk yang dijual antara lain bola-bola kentang berisi keju, kering kentang, kentang tornado, sosis yang dibalut dengan kentang. Namun, identitas visual Potayo Fries belum mampu mencerminkan ciri khas dari *brand* Potayo Fries. Melalui riset yang dilakukan penulis, *brand awareness* Potayo Fries masih rendah serta tidak konsisten dalam identitas visualnya. Hal ini dikhawatirkan dapat mengurangi daya saingnya. Terlebih lagi Potayo Fries baru saja memasuki market *online*. Dengan dilakukan *rebranding*, diharapkan *brand* Potayo Fries dapat mudah diingat oleh target audiensnya yaitu generasi milenial. Dalam perancangan ini digunakan metode kuantitatif, observasi, dan studi teoritis. Hasil perancangan ini yaitu menonjolkan USP (unique selling point) dari *brand* Potayo Fries yaitu "*All Unique Shape of Potato Fries*" dengan kesan yang menyenangkan, santai & renyah.

Kata kunci : identitas visual, potayo fries, food & beverages

ABSTRACT

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REBRANDING POTAYO FRIES

In Indonesia, the Food and Beverages business is growing rapidly. From young people to high-class business people are competing to enter this industry. With many competitors in this industry, one of the keys to success in this industry is to continue to be innovate & be creative in terms of products so that the public can be more interested. One of the Food and Beverages businesses that continues innovate is Potayo Fries, which has been selling various forms of potato fries since 2019. Products offered by Potayo Fries are potato balls filled with cheese, dried potatoes, tornado potatoes, sausages wrapped in potatoes. However, Potayo Fries's visual identity hasn't been able to reflect the speciality of the Potayo Fries. Through research conducted by the author, Potayo Fries' brand awareness is still low and inconsistent in its visual identity. There is concern that this could reduce its competitiveness. Moreover Potayo Fries has just entered the online market. With rebranding, hopefully Potayo Fries can be easily remembered by its target audience, the millennial generation. This design uses quantitative methods, observation, and theoretical studies. The result of this design is to highlight the USP (unique selling point) of the Potayo Fries, "All Unique Shape of Potato Fries" with a fun, relaxed & crunchy impression.

Keywords : *visual identity, Potayo Fries, food & beverages*