

ABSTRAK

Yummy Bites adalah usaha rumahan di bidang kuliner yang dalam hal ini memperkuat identitas visual melalui perancangan *visual branding* dan media promosi Instagram. Dalam era digital yang semakin maju dan persaingan ketat di sektor UMKM, perancangan karya ini bertujuan membangun citra merek yang kuat, konsisten, dan mengkomunikasikan kualitas produk. Perancangan ini, berjudul "Perancangan *Visual Branding* dan Media Promosi Pemasaran Instagram Yummy Bites Magelang, Jawa Tengah,". Dalam perancangan karya menggunakan pendekatan komunikasi berupa informatif, persuasif, dan mengingatkan kembali serta strategi AIDA dengan alat pemasaran yang melibatkan tahapan pra-produksi, produksi, dan pasca-produksi. Sumber data diperoleh dari wawancara, analisis SWOT, dan 5W + 1H dimana digunakan untuk membuat branding kit dan konsep copywriting. Hasil perancangan meliputi logo, kemasan, peralatan event, *merchandise*, serta feed dan sorotan Instagram. Kesimpulannya, *visual branding* dan media promosi yang efektif memerlukan pemahaman dan riset untuk mengembangkan identitas visual, meningkatkan penjualan, dan mencapai tujuan promosi

Kata Kunci : *Visual Branding*, Media Promosi, Perancangan Karya.

ABSTRACT

Yummy Bites is a home business in the culinary sector that strengthens its visual identity through the design of visual branding and Instagram promotional media. In an increasingly advanced digital era and amid intense competition in the SMEs (Small and Medium-sized Enterprises) sector, this project aims to build a strong, consistent brand image and communicate product quality. The project is titled "Designing Visual Branding and Marketing Promotion Media for Instagram Yummy Bites Magelang, Central Java." This design work employs a communication approach that is informative, persuasive, and reminiscent, along with the AIDA strategy. The marketing tools involved span the pre-production, production, and post-production stages. Data sources were obtained from interviews, SWOT analysis, and the 5W + 1H method, which were used to create branding kits and copywriting concepts. The design outputs include logos, packaging, event equipment, *merchandise*, as well as Instagram *feed* and highlights. In conclusion, effective visual branding and promotional media require thorough understanding and research to develop a visual identity, increase sales, and achieve promotional goals.

Keywords: Visual Branding, Promotional Media, Project Design.