

ABSTRACT

Putri Ayu is a business that sells various traditional cakes in the city of Tegal using a cart. Not many people are aware of the existence of this brand, and some even refer to it by another brand name. Putri Ayu targets both parents and young children. However, the number of young customers has been declining lately due to the ineffective promotional strategies used. Therefore, a branding design is created as an initial step to form a brand identity, distinctive characteristics, and uniqueness. This design incorporates the concept of traditional pop by combining modern design with traditional elements and using cartoon illustrations to create a cheerful, colorful design that still reflects the culture. The goal is to attract the interest of the young generation in Tegal, commonly referred to as millennials, and to create brand differentiation and indirectly support promotional efforts to increase brand awareness. The main media used for this design is Instagram, along with several supporting media. The design process utilizes SWOT and USP analysis methods, involving open interviews, direct observations, and literature studies. Through this design, it is hoped that millennials will be interested in visiting Putri Ayu.

Keywords: Visual Branding, Putri Ayu, Traditional Cakes, Millennials, Pop Culture