

ABSTRACT

Gudang Sayur Purwokerto is a vegetable distributor operating in Central Java Province, Indonesia. Currently, this business has succeeded in becoming a successful vendor supplier (B2B), but has not been able to target the B2C market effectively. Therefore, rebranding is needed to strengthen brand image and build better relationships with consumers. Through this rebranding process, this design will focus on developing visual branding, promotional media, and proper media placement. By increasing brand awareness, it is hoped that Gudang Sayur Purwokerto can expand market share, differentiate itself from competitors, and increase sales in the B2C target market. To support this submission, data collection was carried out through interviews and SWOT analysis. The collected data were then analyzed using a qualitative descriptive method. The result of this design is a big idea for promotion that aims to increase brand awareness by designing visual branding and planning promotional activities as well as choosing suitable media for the target audience of Gudang Sayur Purwokerto, namely selecting main media such as Instagram social media and supporting media such as product packaging, merchandise, employee uniforms, notes, Facebook Ads and brochures.

Keywords: Rebranding, Brand awareness, Agriculture