

## **ABSTRACT**

*The economic condition of the people in Indonesia after the Covid-19 pandemic has declined. One of the efforts to handle this is with a business empowerment program, namely digitalization of UMKM. One of the UMKM that has not yet entered the digital world is UMKM Mireng Pak Muslih Banyumas. This business produces a snack called mireng, which is a typical Banyumas cracker that is shaped like noodles. This is quite legendary because it has been operating since 1965. Even though it has been running for around 60 years, the current condition of UMKM Mireng Pak Muslih is that it cannot carry out online promotions due to limited knowledge and does not yet have company branding. This makes it difficult for consumers to recognize the Mireng Pak Muslih brand. Apart from that, these conditions can also provide opportunities for brand theft to occur. Therefore, it is necessary to design branding for UMKM Mireng Pak Muslih to increase brand awareness. Data collection in this design used a qualitative descriptive approach by conducting observations, interviews, documentation, literature studies and questionnaires. The data analysis method used is SWOT analysis to produce a Unique Selling Proposition and Positioning. Branding is carried out by designing a visual strategy and media strategy according to the characteristics of UMKM. Another function of branding is to increase the value of Mireng Pak Muslih products as Banyumas souvenirs with a more attractive visual appearance. Apart from that, with branding, mireng sales can shift from conventional methods to digital promotions. The result of this design is a big idea for carrying out promotions that aim to increase brand awareness by designing visual strategies and media selection strategies that are suitable for the target audience of UMKM Mireng Pak Muslih Banyumas. This branding will create a classic image and be applied to the visual identity in the form of a logo, main media in the form of Instagram and supporting media in the form of creative posters, ambient media, x-banners, aprons, vouchers, primary packaging, secondary packaging, notes and WhatsApp business.*

*Keywords : Branding, brand awareness, regional specialties, Mireng Pak Muslih.*