

ABSTRACT

Banyumas is one of the regencies in Central Java. Famous for the diversity of tourism, one of which is culinary such as Getuk Goreng Sokaraja. The taste of this traditional food is always the same from generation to generation, but times are constantly evolving. So there is a need for adjustments in this modern era, such as traditional food innovation. One form of traditional food innovation is Getuk Bars. Getuk Bars combines getuk with two layers of flavored cream into one snackbar product. With these innovations, Getuk Bars has the potential to develop and be in demand by modern society. However, with the existing potential, Getuk Bars does not yet have a good visual identity. As an initial effort to support this, a good visual identity design is carried out. This design was carried out using qualitative research methods in the form of observation, interviews, questionnaires and documentation. Then the SWOT analysis method, competitors, USP and positioning. Then the result of this design is a new logo from Getuk Bars which has a contemporary and feminine concept with pastel colors. Another result is the design of visual identities, guidelines and their application to supporting media which will be poured into the Graphic Standard Manual (GSM) from Getuk Bars.

Keywords: Visual Identity, Getuk Bars, Traditional Food, Contemporary