

ABSTRACT

Kalisari village is famous as the village center for the tofu industry. In addition to the tofu industry, Kalisari Village also produces tofu dregs crackers. One of the pioneers of tofu dregs cracker craftsman is Mr. Suwardi. Mr. Suwardi's business does not yet have a brand and promotional material that describes the product, so not many people know about the tofu dregs crackers produced by Mr. Suwardi. Therefore, the purpose of designing branding and promotional media for tofu dregs cracker products is to make the identity of tofu dregs cracker products to have an attractive appearance, as well as inform consumers about tofu dregs cracker products, Mr. Suwardi through appropriate and interesting information media. In addition, the benefits obtained from product development by designing branding and promotional media for businesses are increasing profits. The method used is a qualitative method which aims to find and collect data and information related to the object of research appropriately and efficiently for the success of the branding of tofu dregs crackers, Mr. Suwardi, Kalisari Village. Data collection techniques were carried out using techniques in the form of interviews, observation, and documentation. The result of this design is the creation of product names, logos and taglines that are supported by Instagram promotion media as the main media as well as flyers, banners, paper bags, packaging and merchandising as supporting promotional media. Through the design of branding and promotion of tofu dregs cracker products, Mr. Suwardi, the public can find out about product information.

keywords: branding, promotional media, products, tofu dregs crackers.