

## **ABSTRACT**

*This research is titled Visual Identity Salsa d'nay Snack to increase Brand Awareness. Visual identity in the form of a logo is a need for an identity in each product to be recognized and remembered by consumers. One of those who have problems in terms of visual identity is the MSMEs. Therefore, the author is interested in conducting research on the design of visual identity for one of the MSMEs, namely Salsa d'nay, which is engaged in mustofa potato processed snacks because it does not yet have the right visual identity and promotional media. This study aims to instill awareness in consumers of the existence of visual identity in Salsa d'nay, where later a visual identity in the form of a logo will be made. The research method used is descriptive qualitative by conducting in-depth interviews with informants who have a large role in the research. In addition, the author also made observations on production houses to explore brands, literature studies to explore visual identity, as well as conduct SWOT analysis, competitor analysis, determine USP and positioning. The data that has been obtained is then processed to design the logo and create a visual identity that is simple, consistent and provides characteristics for Salsa d'nay. The concept of designing and applying it to the media from salsa d'nay's visual identity is simple fun and arouses public interest in accordance with the image of the product you want to display. Based on this analysis, the design that will be designed as a medium for applying salsa d'nay's visual identity is a payment note, stamp, banner, packaging, apron, and Instagram ads design to present the product image and build awareness in the hope that Salsa d'nay can be remembered by consumers.*

*Keywords: Visual Identity, Logo, Potato Chips mustofa Salsa d'nay*