

PERANCANGAN BRAND IDENTITY DAN KEMASAN LILYPADS

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Abstrak

Perancangan ini bertujuan untuk meningkatkan citra merek Lilypads. Adapun yang dirancang adalah logo, kemasan dan feed Instagram sebagai salah satu bentuk pemasaran secara digital. Perancangan ini menggunakan teori mengenai brand, brand identity, branding, promosi, digital marketing serta kemasan. Diharapkan pesan dan kesan yang ingin disampaikan dapat tercapai berdasarkan analisis kompetitor dan kebutuhan pasar dengan mengedepankan visi dan misi serta arti awal dibuatnya brand Lilypads ini. Diharapkan pula perancangan ini agar membantu brand Lilypads meningkatkan citra perusahaannya sehingga tercapai visi dan misi perusahaan.

Kata Kunci : Logo, Kemasan, Promosi



BRAND IDENTITY AND LILYPADS PACKAGING DESIGN

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Abstract

This design purposes to improve the Lilypads brand image. What is designed refers to the logo, packaging and Instagram feed as a form of digital marketing. This design applies theories about brand, brand identity, branding, promotion, digital marketing and packaging. It is expected that the message and impression conveyed can be achieved based on the analysis of competitors and market needs by prioritizing the vision and mission as well as the initial meaning of the Lilypads brand. It is also hoped that the design will help the Lilypads brand improve its corporate image so that the company's vision and mission can be achieved.

Keywords – Logo, Packaging, Promotion

