

INCREASING VISUAL IMPACT IN MSME

STUDY CASE:

KUE GIPANG TIGA BUNDA

FINAL PROJECT REPORT

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ABSTRACT

Micro, Small, and Medium-Sized Enterprises (MSMEs) play a crucial role in Indonesia's economic growth, particularly in promoting local specialties. But many struggle due to a lack of strong visual branding in Cilegon. The study explores the potential of visual branding for MSMEs using design thinking with the focus of Kue Gipang Tiga Bunda MSME. Visual branding, including logos and key visuals, is essential for creating a strong brand identity. This research aims to creating new brand identity for Kue Gipang Tiga Bunda to differentiate them from competitors and improve brand recognition. Such branding can enhance recognition, attract customers, and support the growth of MSMEs, contributing to Cilegon's socio-economic development and competitiveness in the tourism sector. The results of this research indicate that a robust visual branding strategy has the potential to address the challenges faced by MSMEs in Cilegon, particularly those related to the promotion of local specialties. The newly established brand identity for Kue Gipang Tiga Bunda is anticipated to contribute to increased visibility, customer attraction, and overall growth for the MSME.

Keywords: MSME, Visual Branding, Kue Gipang Tiga Bunda, Brand Identity

TABLE OF CONTENTS

COVER	ii
DECLARATION OF AUTHENTICITY	iii
TABLE OF CONTENTS	iv
LIST OF FIGURES	
CHAPTER I INTRODUCTION	1
A. Background	1
B. Research Problems	14
C. Objective of the Study	15
D. Study Contribution	17
E. Scope of Study	18
F. Literature Review	19
G. Theoretical Foundation	23
H. Methodology	30
1. Research Subjects and Objects	32
2. Research Medium or Tool	34
3. Research Conducts	35
I. Final Project Implementation Schedule	44
REFERENCES	45
APPENDICES	47

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