

## **CHAPTER V**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Conclusions**

Based on the results of research and the design process that has been carried out, it can be concluded that the design concept for the rebranding of Rumah Kue Wiweka focuses on strengthening the visual identity and brand image as a shop selling Batam's signature souvenirs that offers high-quality sweet products. Through the keyword "Cita Rasa Manis Batam" (The Sweet Taste of Batam), this design is able to represent the company's main values and characteristics in a visual and communicative manner.

The rebranding process includes the design of a new logo, color palette, typography, and the application of visual elements in various media such as packaging, stationeries, merchandise, online and offline promotional media, and brand activation activities. The consistent implementation of the design through the Graphic Standard Manual (GSM) plays an important role in maintaining the uniformity of the visual identity across all media used.

With this enhancement of identity and branding media, Rumah Kue Wiweka is expected to strengthen its position as the top choice for Batam souvenirs among tourists, increase product appeal, and foster brand awareness and consumer loyalty toward the brand..

#### **5.2 Recommendations**

Further research is recommended to delve deeper into the study of visual communication strategies in digital media, particularly in the context of brand activation, to ensure that brand identity implementation is more optimal and adaptive to evolving marketing trends. Additionally, research with a broader scope could be conducted by involving more respondents or comparing several regional specialty souvenir brands as evaluation material for rebranding strategies.