

FINAL PROJECT

REBRANDING RUMAH KUE WIWEKA TO INCREASE BRAND AWARENESS AS A BATAM SOUVENIR SHOP

To fulfill part of the requirements for obtaining a Bachelor's Degree (S-1)



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FACULTY OF ARCHITECTURE AND DESIGN
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VALIDATION PAGE

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Declare that this final project does not contain any parts of other scientific works that have been submitted to obtain an academic degree at a higher education institution, nor does it contain any works or opinions that have been written or published by other people/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

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I hereby make this statement truthfully, without coercion from anyone, and for its intended use.

Surabaya, December 1st, 2025

The One Who Made the Statement,



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ABSTRACT

The culinary sector is growing rapidly in Batam because tourists are willing to pay high prices to find local specialties. This has led to the emergence of many food and souvenir shops in Batam. Therefore, a unique brand identity is needed. One of Batam's souvenir shops is Rumah Kue Wiweka, which has a vision of becoming the souvenir shop of choice for tourists. However, Rumah Kue Wiweka has a weak brand identity, making it difficult for tourists to recognize. Rebranding is a solution that can be implemented so that Rumah Kue Wiweka can strengthen its brand identity as the number one souvenir shop in Batam. This design uses qualitative research methods that prioritize interviews, literature studies, and customer journey analysis. Several concepts generated from the data analysis will serve as a reference in the rebranding design, namely verbal concepts, visual concepts, and media concepts. Thus, it is hoped that this design can be a solution for Rumah Kue Wiweka to increase brand awareness as a souvenir shop typical of Batam.

Keywords: Rebranding, Brand Awareness, Rumah Kue Wiweka, Batam.

PREFACE

I would like to express my deepest gratitude and appreciation for the completion of my final project entitled Rebranding Rumah Kue Wiweka to Increase Brand Awareness as a Batam Souvenir Shop. This final project was prepared to fulfill one of the requirements for obtaining a Bachelor's degree in the Visual Communication Design Study Program. Faculty of Architecture and Design, UPN "Veteran" East Java.

In the process of compiling this final project, many parties have provided support, assistance, and guidance. I sincerely thank:

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I realize that this final project is still far from perfect. Therefore, I welcome constructive criticism and suggestions to improve this work. I hope this final project will be beneficial to readers and contribute positively to the development of knowledge in the field of Visual Communication Design.

Surabaya, December 1st, 2025

Made Ruby Candra Maheswari

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