

## **CHAPTER V**

### **CLOSING**

#### **5.1. Conclusion**

The design of Azria Vet Care's visual identity was carried out as an effort to strengthen the visual identity of this petshop so that it is more relevant, communicative, and easily recognizable by the wider community. Through a research process involving direct observation and interviews with pet shop owners, a deep understanding of the messages that want to be conveyed through a new identity, such as educational, warmth, family, modernity and professionalism is obtained. This visual identity is then applied to various media, ranging from brochures, posters, infographic posters, stationery, merchandise, social media, id cards, price catalogs, and signage, in order to build a consistent and strong branding impression in various media. With this visual identity design, it is hoped that Azria Vet Care can appear more professional, attractive and have its own uniqueness compared to other petshops, so that it can attract the interest of people who want to meet their pets needs.

#### **5.2. Suggestion**

This design has been prepared with a scientific approach that seeks to answer the visual needs of Azria Vet Care in an appropriate and contextual manner. However, the author realizes that this process is not completely perfect. Therefore, constructive input and criticism are highly expected in order to develop this design in a better direction in the future. The design of Azria Vet Care's visual identity to increase brand awareness in Lamongan is expected to have a real and positive effect on petshops, especially in processing visuals and strengthening Azria Vet Care's image. It is hoped that the new visual identity can be applied consistently in various media, so that it can give a strong impression on the audience to Azria Vet Care and make Azria Vet Care more recognizable by the wider community.