

## **CHAPTER V**

### **CLOSING**

#### **5.1 Conclusion**

Branding planning CV. Marwah Abadi Plastik It is carried out as an effort to create a professional, consistent visual identity that can represent the company's character as a professional plastic waste processing warehouse company. The design process includes research on the company's branding needs such as audience analysis with the application of designs such as logos, colors, typography, and other visual media.

As a result of the design, a brand identity was obtained that highlighted the values of professionalism, trust and trust. With this new visual identity, it is hoped that CV. Marwah Abadi Plastik has a stronger image and is easily recognizable by business partners. In addition, it is expected that CV. Marwah Abadi Plastik can increase competitiveness in the plastic waste processing industry.

#### **5.2 Suggestion**

In order for the branding process to be sustainable, CV. Marwah Abadi Plastik is recommended for:

1. Apply visual identity consistently to all media in accordance with GSM (Graphic Standard Manual).
2. Evaluating the use of visual identity to remain consistent and sustainable
3. Developing digital media as an effort to reach a wider market and unreached markets.