

**BRANDING AS AN EFFORT TO INCREASE AWARENESS CV.
MARWAH ABADI PLASTIK IN THE BUSINESS TO BUSINESS MARKET**

To fulfill the requirements for completing the Final Project (Bachelor's degree S-1)



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VISUAL COMMUNICATION DESIGN STUDY PROGRAM

FACULTY OF ARCHITECTURE AND DESIGN

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR

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**VERIFICATION PAGE
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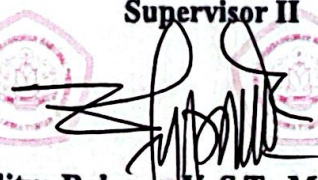
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PLAGIARISM FREE STATEMENT LETTER

I am the undersigned:

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Declaring that in this Final Project scientific document there is no part of other scientific works that have been submitted to obtain an academic degree in a Higher Education institution, and also there are no works or opinions that have ever 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.

And I declare that this scientific document is free from elements of plagiarism. If in the future there are indications of plagiarism in this Final Project, I am willing to accept sanctions in accordance with the applicable laws and regulations.

Thus, I made this statement actually without any coercion from anyone and to be used as it should.

Surabaya, November 28, 2025

Who made the statement



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ABSTRACT

The emergence of plastic in Indonesia became an innovation in packaging technology and has been well accepted by society. Plastic materials are considered affordable, economical, durable, and resistant to rust, making them an efficient choice for reducing production costs. The plastic waste processing business has great potential in Indonesia, as plastic usage is inseparable from daily human life. However, many business actors still lack understanding of the role of branding in supporting sales and shaping consumer perception.

This study, entitled “Branding as an Effort to Increase Awareness of CV. Marwah Abadi Plastik within the Scope of Business to Business”, aims to design a professional and consistent branding strategy to strengthen the company’s image and increase brand awareness of CV. Marwah Abadi Plastik, which operates in the plastic waste processing industry focused on the Business to Business (B2B) sector.

The research employs qualitative and quantitative approaches. Interviews and observations were conducted to explore the company’s core values, including its history, vision, mission, and work processes. Meanwhile, the quantitative approach was carried out through the distribution of questionnaires to plastic pellet industry players to determine the level of awareness and perception of the CV. Marwah Abadi Plastik brand. Secondary data were obtained from journals, books, and credible mass media sources.

The results indicate that CV. Marwah Abadi Plastik has not yet developed a strong visual identity or effective digital communication strategy during its 19 years of operation, placing its brand awareness at the unaware of brand level. Based on the analysis, several visual identity elements were designed, including a logo, supergraphics, color palette, typography, signage, social media design, company profile, and printed media using a modern minimalist design style that represents the company’s professionalism and religious values.

Through this branding design, it is expected that the company will be able to improve competitiveness, expand its business network beyond East Java, communicate its vision and mission more effectively, and strengthen its image as a professional and trustworthy company.

Keywords: Branding, Brand Awareness, B2B, Visual Identity

FOREWORD

Praise be to Allah SWT for all His graces and gifts, so that the researcher can complete the final project report entitled "Branding as an Effort to Increase CV Awareness. Marwah Abadi Plastik in the Business To Business Market ".

This report was prepared as one of the requirements to meet the requirements to complete the final project in the Visual Communication Design Study Program, National Development University "Veteran" East Java. This branding design aims to increase brand awareness and build a trustworthy and professional image for CVs. Marwah Abadi Plastik. The researcher realized that the preparation of this report could not be separated from the support and assistance from various parties. Therefore, the researcher would like to express his deepest gratitude to:

1. Mrs. Aileena S.C.R.E.C and Mr. Aditya Rahman Yani as supervisors and Mrs. Diana Aqidatun Nisa and Mr. Bayu Setiawan as examiners who have provided direction, advice and support during the process of preparing this final project report.
2. My Mom and Sisters who always believe in every process and choice that the author chooses and does not stop providing motivation and support.
3. Shafyra Tsania Madinah who patiently provides emotional support and the right advice in carrying out the design process at all times.
4. Alm. Grandma who always prays for the writer to always succeed in every step that the writer takes.

The author realizes that this report still has many shortcomings. Therefore, the author is open to any criticism and suggestions in improving this report in the future. Hopefully this report can provide benefits for readers and become a reference for the development of branding media that readers undergo.

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