

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

The conclusion of the visual identity rebranding design for Olive Mart indicates that Olive Mart possesses a minimarket business advantage that differs from minimarkets in general. However, the brand is not yet widely known because it lacks a structured and consistent visual identity. Furthermore, Olive Mart has not yet maximized its marketing strategy. This results in low public brand awareness of Olive Mart. Therefore, the visual identity rebranding created in this design project is necessary.

With the evolution of the times, and also considering Olive Mart's target market, Olive Mart urgently needs to adjust its brand image and visual identity so that it can compete in the market. Olive Mart's previous visual identity was considered irrelevant and unattractive to teenagers and students. Through the implementation of the Olive Mart rebranding design, it is hoped that consumers can build a new perception of Olive Mart's brand image as a minimarket business that offers various products and services for a modern lifestyle and can be relevant to contemporary developments.

The brand identity refresh is needed to enhance the image, strengthen the position in the retail market, and meet the growing needs of consumers. Through the process of analysis, concept exploration, and the development of visual elements such as the logo, color, typography, and media applications, this rebranding successfully resulted in a new identity that is more modern, consistent, and relevant to the character of Olive Mart as a developing minimarket. The designed visual identity not only provides a more professional appearance but also supports the increase of brand awareness and competitiveness in the digital era. Thus, this rebranding serves as an important foundation for Olive Mart to build visual communication that is more effective, engaging, and sustainable.

5.2. Recommendations

Based on the results of the Olive Mart visual identity rebranding design, it is recommended that the company consistently implement all the visual elements that have been designed across various media, both physical and digital, to maintain the unity of the brand image. Considering that this project is still in the conceptual stage, continuous support and commitment from Olive Mart management are highly necessary so that the implementation can proceed gradually, structured, and in accordance with the established goals. Furthermore, Olive Mart needs to

strengthen its digital promotion strategy through the utilization of social media platforms to expand audience reach, build a more professional brand image, and continuously enhance customer loyalty.

In this rebranding process, the author also recommends deepening the information about the brand or business that will undergo the rebranding design, such as the target audience, brand image, products sold, and other details, in order to create a design result that is relevant to the brand or business without abandoning its existing character. Another point that needs attention is ensuring communication and coordination with the business or brand owner so that the resulting visual identity is satisfactory to the owner.