

CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the design stages that have been carried out, it can be concluded that rebranding Peneleh Batik through visual identity design is an important step to strengthen the brand image. The problems identified include suboptimal visual identity, such as an overly complex logo, limited branding media, and a lack of consistency in the application of design across promotional media. Through the design methods employed, a new visual identity was created that is simpler, modern, and easily adaptable across various media. Visual elements such as the logo, color palette, and typography were designed to represent Peneleh Batik's character as a distinctive Surabaya batik that embodies cultural value while maintaining a contemporary aesthetic relevant to current trends. It is hoped that this design will address the issue of low brand awareness, making Peneleh Batik more recognizable to the public. Additionally, the consistent application of the visual identity across various media can support promotional strategies and help enhance the product's appeal and competitiveness in the market.

5.2 Recommendations

Based on the design process that has been carried out, several recommendations for further development can be outlined as follows:

1. Peneleh Batik is advised to consistently apply the designed visual identity across all media, both print and digital, to build a stronger brand image.
2. A more targeted marketing strategy is needed, particularly through social media, by utilizing engaging and communicative visual content to increase interaction with the audience.
3. Further research is expected to examine in greater depth the effectiveness of the rebranding implementation on sales growth and consumer loyalty, so that the results can inform the evaluation and development of future branding strategies.