

CHAPTER V

CONCLUSION

5.1 Conclusion

Every year technology is developing more rapidly. This development has led to a new lifestyle that is faster and more productive. This causes a tendency to consume fast food such as frozen food which is more practical. Frozen Food is food that has gone through a freezing process that aims to preserve so that it is easy and practical to consume. Laras Food is one of the Frozen Food products from UD. Family Food in Driyorejo, Gresik, East Java which was established in 2007 and was founded by Mrs. Ririn as the owner of UD. Family Food. Laras Food sells various dimsum menus such as siomay, hakau, wonton, ebi furai, and so on. Based on the results of the questionnaire that has been distributed, many of them do not know about Laras Food. They also argued that the Laras Food logo was very outdated and did not reflect the Figure of food products. Based on the results of an interview with the owner of Laras Food, it is stated that there is a need for visual design of Laras Food to build and update the brand Figure in the minds of the public, so that it is not inferior to similar competitors.

The visual identity is designed in the form of the Laras Food logo which reflects the Figure of various product variants and grammatical dimsum. The logo is accompanied by the tagline "Indonesia Dimsum" and the media tagline in the form of "Harmony of Pleasure, Harmony of Price". In addition, it designs supergraphics that represent various types of products sold at Laras Food, supergraphics that form certain motif patterns to become the visual characteristics of Laras Food. The media chosen for the design is in the form of Graphic Standard Manual (GSM), brochure promotional media, Instagram social media, booth design, merchandise, stationary, vehicle design, packaging design and so on. Through this design, it is hoped that it can update the visual Figure of Laras Food to make it more modern, so that it can build and strengthen Brand Identity, and can form Brand Awareness through the consistency of the visual identity displayed.

5.2 Suggestions

This design is far from perfect, there are shortcomings that need to be considered in order to build the success of a design. This design certainly requires suggestions and inputs that can be used as a reference for the next visual identity design. There needs to be maximum collaboration between authors and partner stakeholders to develop design output media. In addition, there needs to be good coordination in the consistency of the implementation of the visual identity used, so that the design can run optimally and can achieve all the goals to be achieved.