

## **CHAPTER V**

### **CONCLUSION**

#### 5.1 Conclusion

Based on the visual merchandise design process for Odomohen 1896 as an effort to differentiate the brand within the Generation Z segment, this design produces a visual identity concept that highlights elements of Surabaya's local culture, combined with a visual approach better suited to the target audience's character. This design is realized through the development of characters, graphic elements, and their application across various merchandise media as brand communication tools. It is hoped that this design can serve as an alternative visual approach to strengthen the Odomohen 1896 brand identity, particularly in reaching Generation Z.

#### 5.2 Recommendations

The following recommendations can be offered based on this design:

- a. Visual design development can continue by exploring more variations in characters, themes, and merchandise media to remain relevant to evolving trends.
- b. Further testing of direct market response is needed to determine the effectiveness of the merchandise in increasing brand awareness and purchase interest.
- c. The Odomohen 1896 brand is advised to maintain consistency in its visual identity across all media used to ensure that the differentiation it has established is preserved.
- d. Future designs may consider digital and interactive aspects as part of a broader visual communication strategy, particularly to reach Generation Z.