

ABSTRACT

DESIGN OF BOLU KEMOJO MONALISA LOGO AND PACKAGING

Bolu kemojo Monalisa is one of many specialties of Pekanbaru. Bole kemojo was founded by Siti Maymona. Currently the Monalisa brand is not widely known, many products with the same brand name with less attractive packaging that cannot be used properly. logo is an important element of a product, because the logo is one of the promotional media to introduce a brand or product in the business world. logos and packaging are considered whether or not the product will develop when it is sold on the market. Packaging is a promotional media that can be relied on in products. The purpose of this study was to package the logo and packaging of the Monalisa sponge cake. The data analysis used in this study is the VIEW method by looking at the visual (visibility) attractiveness of logos and packaging, information on product information (information), seeing the attractiveness of consumers for purchases (emotional appeal) of packaging, as well as ease of manufacture and storage (ability work) the intended packaging.

Keywords: Logo, Packaging, Design