

ABSTRACT

Sumatera Utara is a multicultural region. One of its native tribe is Batak Toba tribe. Usually the Batak Toba tribe consumes special drink for special occasion or as their second nature. Besides the one which originated from Batak Toba, tuak is also known as a culture from Toraja and Bali. Until now, tuak are still a very popular liquor in the area of North Sumatra, you could find a shop called lapo tuak in almost every village. Along with other cultures, tuak is also considered a cultural result that can be included in one of the many traditional drinks which favoured by the domestic and foreign tourists. In North Sumatra tuak production is spread in various places, one of them are located in Medan. Medan is the largest metropolitan city outside Java and the third largest city after Jakarta and Surabaya. Despite being one of the largest cities in Indonesia, tuak which produced and being sold in Medan does not have its own branding. The various types of tuak creates difficulties in identifying the origin of tuak that sold in the market. In addition, tuak should have a valid alcohol sales certificate. This is to avoid the illegal distribution of dangerous alcoholic beverages. Then came the idea to design a brand for tuak in addition to increasing the selling power, and also to maintain the quality itself (quality control) so that it could be more trusted to the prospective customers. The identity design is followed by making packaging and promotion that is appropriate and effective. By making identity, packaging and promotion for tuak, it is expected that Toba Batak's tuak can be identified by potential customers more easily.

Keyword: Identity, Brand, Promotion, Tuak, Culture, Batak Toba, Medan City