

ABSTRACT

The business in the culinary field is growing day by day even in the midst of the current pandemic conditions, especially in the city of Padang, one of which is the Egyptian martabak which is a flour processed snack that is very popular with all people. Martabak Mesir H.Wan is one of the food brands in the city of Padang that offers flour-processed snacks with unique selling points, namely martabak with regional specialties and natural ingredients. The problem that the MSME Martabak Mesir H.Wan has is that it does not convey the message that it wants to build to consumers that martabak Mesir is a typical food of the city of Padang, as well as the lack of creative branding strategies and visual media that are carried out. Branding activity is an activity that does not only lead to the buying process but also maintains the sustainability of purchases and awareness of the visitors. The final project design is based on the decrease in the number of visitors due to the lack of a branding strategy. The purpose of designing a branding activity is to design a creative strategy for branding messages and a visual media branding strategy for Martabak Mesir H.Wan in Padang City. By analyzing competitors using SWOT, then analyzing the target audience using AOI, and using AISAS as a promotional strategy. With this research, it is hoped that the results of the research of MSME Martabak Mesir H.Wan can be recognized by consumers as providers and pioneers of Egyptian martabak in the Padang area which is packaged with the traditional concept of Padang City.

Keywords : Awareness, branding, Martabak H.Wan, regional specialties.