

## **ABSTRACT**

*Micro, Small, and Medium Enterprises (MSMEs) are one of the business fields that contribute to national economic growth. One of the MSMEs, for example, is BPK Daud Sitepu. The traditional culinary business of the Karo Tribe, established in 1968. However, it experienced a decline in sales due to various factors, such as the pandemic, the ASF (African Swine Fever) virus, the swine cholera virus, and the increase in competitors of similar businesses. These aspect causes BPK Daud Sitepu require a visual identity, suitable digital promotional media, and reach the appropriate targets. Based on this understanding, research was carried out using the observation method at BPK Daud Sitepu's restaurant, a literature study on promotion theory and visual identity, interview method with business owners and experts. Afterward, the collected data would be analyzed using a comparison matrix and SWOT. The design results in this study use an approach with traditional concepts and can represent the Karo tribe well to produce designs that maintain the values contained in BPK Daud Sitepu and apply them to the right promotional media. Based on this research, it was found that an identity that fits the characteristics of representative MSMEs provides brand awareness and becomes a differentiator for the brand to the public through the selection of the right promotional media.*

*Keywords: visual identity, promotion media, bpk daud Sitepu*