

REBRANDING PRODUK IKM LUMER FRESH MILK

Shifa Tasya Putri 42315010043

ABSTRAK

IKM Lumer Fresh Milk berdiri sejak 2008. Meski tergolong belum cukup lama, IKM Lumer Fresh Milk mampu menghasilkan produk olahan susu murni yang rasanya tidak kalah dengan pesaing lainnya (enak, segar, murni). Akan tetapi, kurangnya pengetahuan mengenai pentingnya *brand* membuat produk IKM Lumer Fresh Milk sulit untuk bersaing dengan para pesaingnya. Oleh karena itu, dibutuhkan perubahan internal (*Brand*, *Desain kemasan*, *Promosi*). Strategi *rebranding* yang dirancang berupa perubahan visual pada logo yang sesuai dengan identitas perusahaan Lumer Fresh Milk, perancangan *desain kemasan* sebagai media utama dan perancangan media – media pendukung sebagai promosi produk. Perancangan ulang / *rebranding* produk IKM Lumer Fresh Milk ini diharapkan agar dapat dikenal di masyarakat (meningkatkan *awareness*), memiliki arahan *brand* yang jelas serta konsisten, memiliki konsep *desain kemasan* dan memiliki media *promosi* yang menarik.

Kata kunci: *Rebranding*, *Desain Kemasan*, *Promosi*, *Industri Kecil Menengah*.



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ABSTRACT

IKM Lumer Fresh Milk was established in 2008. Although classified as not long enough, IKM Lumer Fresh Milk is able to produce pure milk products that are not inferior to other competitors (delicious, fresh, pure). However, the lack of knowledge about the importance of brands makes it difficult for IKM Lumer Fresh Milk products to compete with its competitors. Therefore, internal changes are needed (Brand, packaging design, promotion). The rebranding strategy is designed in the form of visual changes to the logo that matches the identity of the Lumer Fresh Milk company, the design of packaging design as the main media and the design of supporting media as product promotion. (increasing awareness), having clear and consistent brand direction, having a packaging design concept and having an attractive promotional media.

Keywords: Rebranding, Packaging Design, Promotion, Small and Medium Industries.

