

Fakultas Ilmu Komunikasi

Bidang Studi Marketing Communication & Advertising

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Perancangan Dan Produksi Kreatif Bawang Goreng Kemasan “Bangor”

Menggunakan Media Sosial Instagram.

Bibliografi: : 5 Bab 86 halaman + 9 Lampiran + 17 Buku + 2 Internet

ABSTRAK

Bawang merah (*Allium cepa* var. *Ascalonicium* L.) adalah bahan baku bawang goreng yang olahannya biasa dijadikan pelengkap makanan. Rasanya yang khas menjadikan bawang goreng kerap disantap langsung. UD Bawang Goreng Barokah selaku produsen bawang goreng kemasan yang produknya bernama Bangor ingin merubah komunikasi produk tersebut yang sebelumnya hanya dipandang sebagai pelengkap makanan, ingin merubah menjadi makanan ringan atau cemilan yang menyasar kaum milenial. Oleh Karena itu perlu dibuat suatu perancangan strategi komunikasi kreatif pada proses *re-branding* bawang goreng kemasan bangor, untuk memperkenalkan identitas visual yang baru baik logo maupun kemasan. Perancangan strategi kreatif *re-branding* bawang goreng kemasan Bangor dengan memaksimalkan aktivitas sosial media instagram. Pada tahap ini diciptakan sebuah nilai tambah atas suatu produk, baik berupa keunggulan produk maupun citra dan makna simbolis. Perancangan identitas baru dan aktivitas kampanye disosial media instagram diharapkan dapat berjalan efektif serta mampu meningkatkan kesadaran merek pada konsumen.

Kata kunci: Re-Branding, Logo, Kemasan, Instagram. Sosial Media

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Designing and Production of "Bangor" Fried Fried Onions Using Instagram Social Media.

Bibliografi: : 5 Chapters 86 Pages + 9 Enclosures + 17 Books + 2 Internet

ABSTRACT

Shallots (*Allium cepa* var. *Ascalonicium* L.) is a raw material of fried onions which are usually used as a complement cuisine. The authenticationally taste is typical make fried onions often eaten as a snack. UD Bawang Goreng Barokah as the producer of packaged fried onions whose product named by Bangor wants to change their marketing communication of the product which was previously only seen as a complement for cuisine, wants to change their image into snacks which is targeting the millennial consumers. Therefore it is necessary to design a creative communication strategy for the re-branding process of Bangor fried onions, to introduce a new visual identity both logo and packaging. Designing a rebranding creative strategy for Bangor fried onions by maximizing Instagram's social media activities. At this step the product value is created for, both in the form of product excellence as well as image and symbolic meaning. The new design of identities and social media campaign activities on Instagram is expected to be effective and able to increase brand awareness in consumers.

Keyword : Re-Branding, Logo, Packaging, Instagram. Social Media