

ABSTRAK

PERANCANGAN *BRAND IDENTITY* UNTUK MENINGKATKAN *BRAND AWARENESS* PADA UMKM KERIPIK DI DESA SIGAM

(Sigit Fathoni, 2025 : 59 halaman)

Penelitian ini bertujuan untuk merancang brand identity bagi UMKM keripik di Desa Sigam, Kabupaten Muara Enim, dengan pendekatan metode Design Thinking. Permasalahan utama adalah tidak adanya identitas visual yang konsisten dan representatif, sehingga produk sulit dikenali dan memiliki brand awareness yang rendah. Penelitian ini melalui lima tahap, yaitu empathize, define, ideate, prototype, dan test. Melalui observasi dan wawancara, ditemukan bahwa pelaku UMKM menginginkan identitas kolektif berbasis nama “Sigam” yang merepresentasikan nilai lokal seperti kejujuran, kesederhanaan, dan kebersamaan. Hasil rancangan meliputi logo berbentuk peta desa, palet warna alami, dan tipografi ramah yang dirancang untuk menciptakan kesan lokal yang kuat. Pengujian dilakukan melalui validasi ahli, yaitu oleh ahli media dan ahli materi. Ahli media memberi nilai rata-rata 2,9 (cukup layak), sementara ahli materi memberi nilai 4,4 (sangat layak). Nilai rata-rata gabungan adalah 3,65, yang menunjukkan desain tergolong layak untuk diimplementasikan. Desain ini diharapkan dapat memperkuat identitas produk lokal serta meningkatkan daya saing UMKM di pasar yang lebih luas.

Kata Kunci: brand identity, UMKM, Design Thinking, desain visual, validasi ahli

ABSTRACT

DESIGNING A BRAND IDENTITY TO ENHANCE BRAND AWARENESS FOR UMKM CHIPS IN SIGAM VILLAGE

(Sigit Fathoni, 2025 : 59 pages)

This study aims to design a brand identity for MSMEs producing traditional chips in Sigam Village, Muara Enim Regency, using the Design Thinking approach. The problem identified is the lack of a consistent and representative visual identity, which weakens product recognition and brand awareness. The research follows five stages: empathize, define, ideate, prototype, and test. Field observations and interviews revealed the need for a collective identity using the name "Sigam" as a unifying brand rooted in local values such as naturalness, honesty, and community pride. A visual system was developed, including a logo inspired by the village map, a natural color palette, and fonts that reflect a friendly and professional tone. The design was tested through expert validation involving a media expert and a branding expert. The media expert gave an average score of 2.9 (fairly feasible), while the content expert gave 4.4 (highly feasible), resulting in an average of 3.65, indicating that the design is feasible for implementation. The outcome is expected to strengthen local product identity and improve market competitiveness.

Keywords: *brand identity, MSME, Design Thinking, visual design, expert validation*