**ABSTRAK**

Mifthahul Haeruddin Wijaya, 2020, **Perancangan *Brand Identity* Industri Kecil**

**Menengah “Pawone Unin” Sebagai Identitas Usaha Katering di kota Malang,** Tugas Akhir, Program Studi Desain Komunikasi Visual (DKV), STIKI – MALANG, Pembimbing : Dr. Pujiyanto, M.Sn, Co. Pembimbing : Mahendra Wibawa, S.Sn, M.Pd

Kata Kunci : Perancangan, *Brand Identity*, Industri Kecil Menengah, Identitas, Katering.

Industri Kecil Menengah Pawone Unin merupakan sebuah usaha katering di kota Malang yang berdiri sejak tahun 2015 untuk menawarkan produk dan jasa namun belum memiliki identitas usaha untuk dikenal masyarakat luas, maka dibutuhkan Perancangan *Brand Identity* Industri Kecil Menengah “Pawone Unin” Sebagai Identitas Usaha Katering Di Kota Malang.

Perancangan *brand identity* tersebut dilakukan melalui tahapan pengumpulan data seperti observasi, wawancara, kuisioner, data dokumen dan data pustaka, kemudian metode perancangan yang menggunakan tahap *brainstorming, thumbnail, rough sketch,* dan komprehensif*.*

Perancangan *Brand Identity* Industri Kecil Menengah “Pawone Unin” Sebagai Identitas Usaha Katering Di Kota Malang menghasilkan sebuah identitas berupa logo dan buku panduan penerapan logo sebagai media utama dan media pendukung berupa perlengkapan usaha dan media promosi*.*

Kesimpulannya Perancangan *Brand Identity* Industri Kecil Menengah “Pawone Unin” Sebagai Identitas Usaha Katering Di Kota Malang menghasilkan hasil perancangan berupa *brand identity, graphic standard manual* atau buku panduan penerapan, dan media implementasi.

***ABSTRACT***

*Mifthahul Haeruddin Wijaya, 2020,* ***Designing Small Industry Brand Identity***

***Intermediate "Pawone Unin" as Catering Business Identity in Malang City****, Final Project, Visual Communication Design (DKV) Study Program, STIKI - MALANG, Advisor: Dr. Pujiyanto, M.Sn, Co. Advisor: Mahendra Wibawa, S.Sn, M.Pd*

*Keywords: Design, Brand Identity, Small and Medium Industry, Identity, Catering.*

*Small and Medium Industry Pawone Unin is a catering business in the city of Malang which was founded in 2015 to offer products and services but does not yet have a business identity to be recognized by the wider community, so it is necessary to design a Small and Medium Industry Brand Identity "Pawone Unin" as a Catering Business Identity in the Malang City.*

*The design of the brand identity is carried out through the stages of data collection such as observation, interviews, questionnaires, document data and library data, then the design method uses the brainstorming, thumbnail, rough sketch, and comprehensive stages.*

*Designing Small and Medium Industry Brand Identity "Pawone Unin" as Catering Business Identity In Malang City produces an identity in the form of a logo and a logo application guidebook as the main media and supporting media in the form of business equipment and promotional media.*

*The conclusion is that the Design of Small and Medium Industry Brand Identity "Pawone Unin" as a Catering Business Identity in Malang City produces design results in the form of brand identity, graphic standard manuals or application manuals, and implementation media.*