

## ABSTRAK

UMKM *Gendhis Art Collections* yang berlokasi di Kota Semarang mengusung teknik batik *gesek godong* sebagai ciri khas, namun sebelumnya belum memiliki identitas visual yang konsisten sehingga tingkat *Brand Awareness* masih rendah. Tugas akhir ini berfokus pada perancangan dan implementasi *brand identity* melalui pembuatan logo, slogan, kemasan, *leaflet*, dan *standing banner*, dengan metode observasi, wawancara, kuesioner, serta analisis SWOT yang dilaksanakan dalam tiga tahap, yaitu pra-produksi, produksi, dan pasca-produksi. Hasil proyek menunjukkan bahwa elemen visual yang dihasilkan berhasil merepresentasikan karakter *Gendhis Art Collections* dengan menggabungkan nilai tradisi, seni, dan inovasi, yang ditunjukkan melalui desain logo berunsur daun dan kuas, penggunaan warna alami, serta visual produk pada media promosi. Evaluasi melalui kuesioner memperlihatkan bahwa lebih dari 80% responden menilai identitas visual baru ini mudah dikenali, menarik, dan mampu meningkatkan citra profesional UMKM. Selain itu, terjadi peningkatan *Brand Awareness* sebesar 26% dibandingkan sebelum *brand identity* diterapkan. Dengan demikian, implementasi *brand identity* ini memberikan kontribusi nyata dalam meningkatkan *Brand Awareness*, memperluas jangkauan pasar, serta memperkuat citra profesional UMKM. Lebih jauh, hasil proyek ini juga mendukung pelestarian budaya lokal melalui inovasi seni tekstil berbasis teknik batik *gesek godong*.

**Kata Kunci:** Batik Gesek Godong, *Brand identity*, *Brand Awareness*, UMKM, Desain Komunikasi Visual.

## **ABSTRACT**

*Gendhis Art Collections, a small and medium enterprise (SME) located in Semarang, uses the gesek godong batik technique as its trademark, but previously lacked a consistent visual identity, resulting in low Brand Awareness. This final projek focuses on the design and implementation of brand identity through the creation of a logo, slogan, packaging, leaflets, and standing banners. This projek utilized observation, interviews, questionnaires, and a SWOT analysis, conducted in three stages: pre-production, production, and post-production. The projek results demonstrate that the resulting visual elements successfully represent the character of Gendhis Art Collections by combining the values of tradition, art, and innovation, demonstrated through the leaf and brush-based logo design, the use of natural colors, and product visuals in promotional media. A questionnaire evaluation showed that more than 80% of respondents considered the new visual identity easily recognizable, attractive, and capable of enhancing the professional image of the SME. Furthermore, Brand Awareness increased by 26% compared to before the brand identity was implemented. Thus, the implementation of this brand identity has made a significant contribution to increasing Brand Awareness, expanding market reach, and strengthening the professional image of the SME. Furthermore, the results of this projek also support the preservation of local culture through textile art innovations based on the gesek godong batik technique.*

**Keywords:** *Batik Gesek Godong, Brand identity, Brand Awareness, MSME, , Visual Communication Design*