

**PERANCANGAN IDENTITAS MEREK DAN MEDIA PROMOSI UNTUK
MEMBANGUN BRAND AWARENESS PADA BISNIS PROPERTY THE
GRANDWOOD DI KABUPATEN LUMAJANG.**

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Abstrak

Seiring berjalannya tahun, jumlah penduduk terus meningkat terutama di wilayah Kabupaten Lumajang, Jawa Timur-Indonesia. Oleh karena itu permintaan pasar akan property juga semakin meningkat serta pertumbuhan bisnis property di wilayah tersebut mulai berkembang pesat. Dalam hal ini, dipastikan bahwa persaingan antar perusahaan sangat ketat. Salah satu perusahaan property baru yang memiliki potensi adalah The Grandwood, kawasan yang berlokasi strategis di Kabupaten Lumajang. Namun, The Grandwood belum memiliki identitas visual, sehingga strategi pemasaran perusahaan belum bisa dijalankan. Oleh karena itu, diperlukan identitas visual dan media promosi yang dapat meningkatkan brand awareness dan meningkatkan kepercayaan konsumen. Penelitian ini menggunakan metode kualitatif yang bersumber pada observasi dan wawancara. Setelah data terkumpul, data tersebut diolah dengan metode SWOT.

Kata kunci : *Logo, Brand Identity, Branding Properti, Media Promosi*

***DESIGNING BRAND IDENTITY AND PROMOTIONAL MEDIA TO BUILD BRAND
AWARENESS ON THE GRANDWOOD PROPERTY BUSINESS IN LUMAJANG
REGENCY.***

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Abstrct

As the years go by, the population continues to increase, especially in the Lumajang Regency area, East Java-Indonesia. Therefore, the market demand for property is also increasing and the growth of the property business in the region is starting to grow rapidly. In this case, it is certain that the competition between companies is very tight. One of the new property companies that has potential is The Grandwood, a strategically located area in Lumajang Regency. However, The Grandwood does not yet have a visual identity, so the company's marketing strategy cannot be carried out. Therefore, a visual identity and promotional media are needed that can increase brand awareness and increase consumer confidence. This research uses qualitative methods sourced from observation and interviews. After the data is collected, the data is processed using the SWOT method.

Keyword : *Logo, Barand Identity, Branding Property, Promotional Media*