

# **OPTIMALIZATION OF RE-MARKETING THE BRAND IMAGE FOR MSME PRODUCTS IN BUMDESA KUALA ALAM**

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## **ABSTRACT**

The first problem is that the product packaging does not have any distinctive characteristics, does not explain the advantages and uniqueness of the product, and the colors and fonts seem boring. The second problem is that there is packaging that is less attractive to customers, The use of packaging often changes so that it does not have its own characteristics. Based on these problems, the author and the team carried out re-branding and remarketing of the Kuala Alam Village MSMEs in the hope of correcting deficiencies so as to create the distinctive characteristics of the brand. This branding activity also aims to increase public appeal and brand awareness. Project researchBased on the results and discussion regarding the design of Kuala Alam Village MSME product labels, it can be concluded that providing attractive designs for products is very helpful in introducing local products from Kuala Alam Village that have sales potential. Label design is very important, as it has a huge impact on the product and brandBased on the results and discussion regarding the design of Kuala Alam Village MSME product labels, it can be concluded that providing attractive designs for products is very helpful in introducing local products from Kuala Alam Village that have sales potential. Label design is very important, as it has a huge impact on the product and brand

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