



**DESIGNING A BRAND IDENTITY FOR BATIK DURIAN
LUBUKLINGGAU USING ALINA WHEELER BRANDING THEORY**

UNDERGRADUATE THESIS

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DESIGNING A BRAND IDENTITY FOR BATIK DURIAN LUBUKLINGGAU USING ALINA WHEELER BRANDING THEORY By Attiyah Farah Nahdah 013201800028 Supervised by: Remandhia Mulcki, S.Sn.,M.Ds A Thesis presented to the Faculty of Art, Design, and Architecture President University as Partial Fulfilment of the Requirements for Bachelor Degree in Visual Communication Design Cikarang, Bekasi, Indonesia January, 2025 2 Copyright by Attiyah Farah Nahdah 2025 3 PANEL OF EXAMINERS APPROVAL SHEET The Panel of Examiners declare that the undergraduate thesis entitled "DESIGNING A BRAND IDENTITY FOR BATIK DURIAN LUBUKLINGGAU USING ALINA WHEELER BRANDING THEORY" that was submittedby Attiyah Farah Nahdah majoring in Visual Communication Design fromthe Computing faculty was assessed and approved to have passed the Oral Examination on January 2025.

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Cikarang, 2025 Attiyah Farah Nahdah 5 ABSTRACT As an effort to gain their own cultural symbol or identity, Lubuklinggau city create its own traditional fabric which are batik durian.

ABSTRACT

Lubuklinggau City has developed its own traditional fabric, Batik Durian, as a means of establishing a unique cultural identity. Durian was selected as the main motif due to its significance as one of the city's key commodities. This research adopts a qualitative approach, incorporating in-depth interviews, literature review, and competitive analysis. The lack of a strong brand identity has led to limited brand exposure, which is unfortunate given Batik Durian's potential as a cultural symbol and the creative expression it offers local artisans. The brand identity design was developed based on research and aligned with Alina Wheeler's branding theory. User testing with the target audience, the Batik Durian founder, and artisans revealed that the design is generally appealing; however, certain aspects of the brand message were not effectively conveyed. The use of color in the final design led to contrasting interpretations among users. Therefore, it is recommended that future user testing include a black and white version of the logo to better identify the core message and emotional response the brand evokes.

Keywords: *batik durian, Batik Durian Lubuklinggau, Alina Wheeler, Branding, cultural identity.*

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