

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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**MUHAMMAD
HAIKAL**

FADZLI
2019258236

PEHKASAM AWOKME PRODUCT (FOOD AND BEVERAGES)

Design Advisor : DR. FARYNA BINTI MOHD KHALIS
EN. ABDULLAH KULA BIN ISMAIL
EN. MOHD SYAZRUL HAFIZI BIN HUSIN

This is Pehkasam Awokme. The name we used for this client based on the local word from Pahang. The word Awokme means You All from Pahang. While the word Pehkasam describes the taste of this client product. Peh itself is used as a client name to attract the customers. Then, the client description is Pekasam Ikan Negeri Pahang and the tagline is Pekena Sekali Baru Umphh! As we know Pekasam is a famous traditional peram food in Malaysia. Pekasam also can be capt for along period of time. To make pekasam, we used variety type of fish like Patin, Lampam, Gelama and more. For this client Pehkasam Awokme used Patin to make our client looks very rare to found. Pehkasam Awokme brought Pahang iconic fish that makes this client product very unique. Next, strength for this client is the type of fish that used to make pekasam. Malaysian people know that Patin is a very famous river fish in the state of Pahang. Then, our target audience in the range of 20 to 40 years old. The client also have to compete with other sellers but it is not a problem because our client product is very rare and the only one that uses Patin as a ingredient. We upgraded the opportunity for this client for high standard. So we decided to customs a new packaging design for this client. Also selling on social media to further expand for customers to direct purchases. Further more, we also created a new logo for this client. It's make this client product look more attractive for customers to buy it.

Pekasam

A W O K M E

PEKASAM IKAN SUNGAI NEGERI PAHANG

Pekena sekali baru umphh!

Apa itu pekasam?
Sejenis makanan peram tradisi yang terkenal dan tahan lama di Malaysia.

Nasi + Pekasam

Bahan - bahan
Ikan patin, garam beras, asam keping natrium benzoate

Giant www.pekasamawokme.com

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Pulut + Pekasam

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Bubur + Pekasam

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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
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HYBRID**

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TOSHIBA



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JABATAN KEBUDAYAAN
& KESENIAN NEGARA



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