

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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GRAPHIC DESIGN & MEDIA DIGITAL

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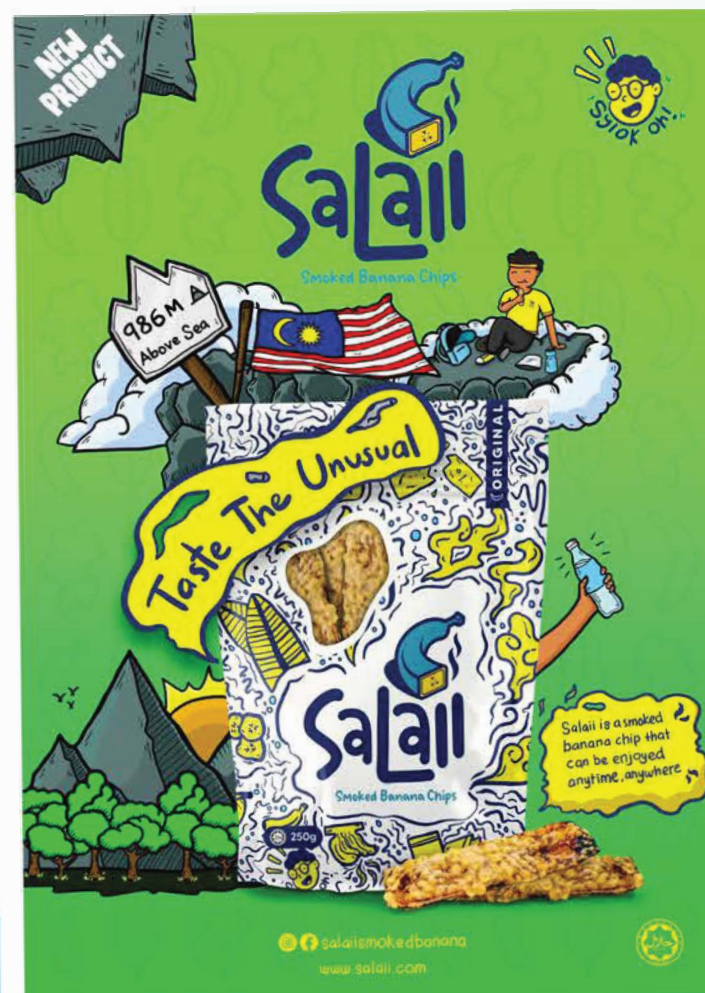
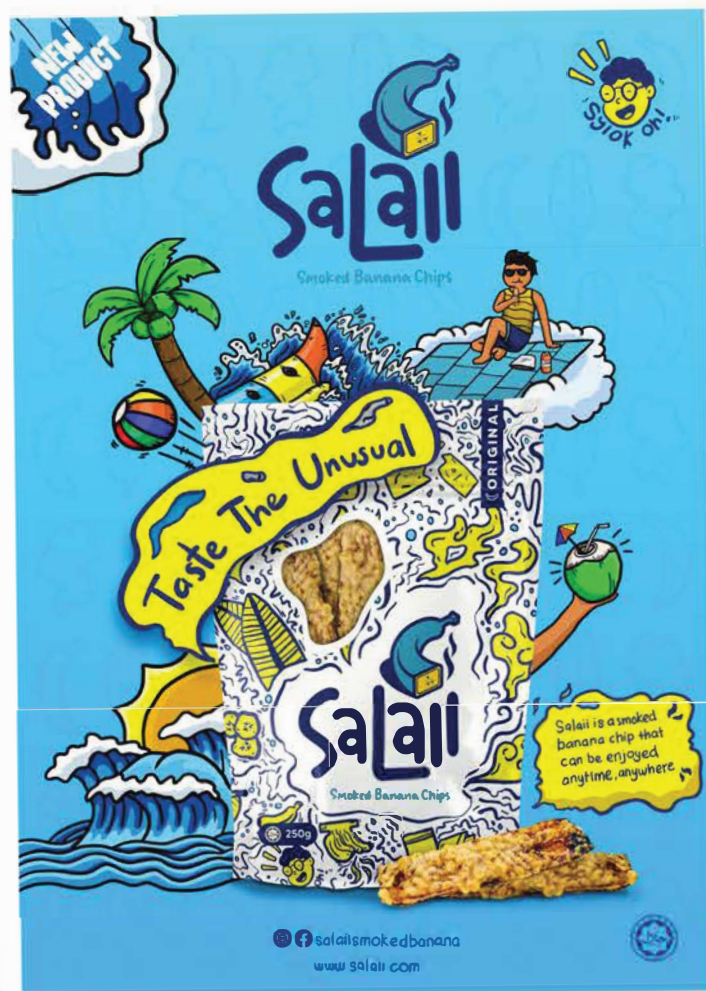
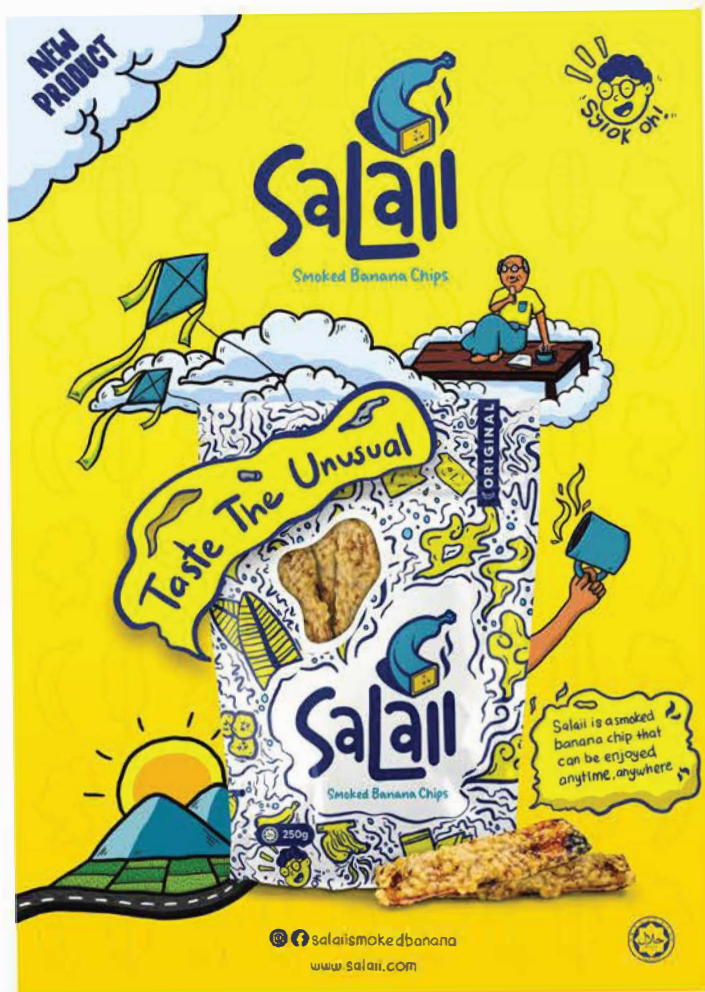


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SALAI FOOD AND BEVERAGES

Design Advisor : DR. NEESA AMEERA MOHAMED SALIM, MOHD. SYAZRUL HAFIZI BIN HUSIN

Salai is a smoked banana chip or known as pisang salai. The original name for this product is Pisang Salai Bandung. Salai is a smoked banana chip that is imported straight from Bandung, Indonesia. This product is very unique in terms of taste and texture. It is rare to find them in the local shops since smoked banana chips is not very popular in Malaysia. Based on these descriptions, I have come out with the tagline "Taste the unusual" because customer who never had a chance to taste smoked banana chips will experience a new taste that produced from a banana. This product's unique selling point (USP) is a smoked banana chip. I am sure that based on this USP, this product will attract much customer attention if it is well executed. Smoke banana or known as 'Pisang sale' in Indonesia is a ripe banana that has been put through the smoking process until it becomes totally dry. It is a traditional technique to preserve the banana and this technique is used until nowadays. There are a few types of banana used for this process such as Pisang Kapas, Pisang Embun, and a few more types. In the process of rebranding this product, there is a few ideas of concept that have come to my mind and I ended up choosing fun and leisure doodle concept. The reason why this concept is chosen is to make this product more appealing and attractive to the customer. As we know, smoke banana is a very dull product, so some fresh concept will make it more interesting and have a chance to compete in the market. Smoked banana is more to a classic snack, so in order to attract younger customers a new concept need to be proposed aligned with the needs and demand of the target audience. Currently, there are a few smoked banana brands in the market. Some of these brands are already well known throughout the country. However, Salai has a high commercialization value since it is still not famous in our local market. So the chance to commercialize this product will be very high. Market value will become higher once the demand for this product starts to rise. It sounds hard but it is not impossible to reach. In conclusion, as a graphic designer, it is my role to create a new style and concept for this product to make it more appealing and have a chance to compete in the market. Salai, taste the unusual.



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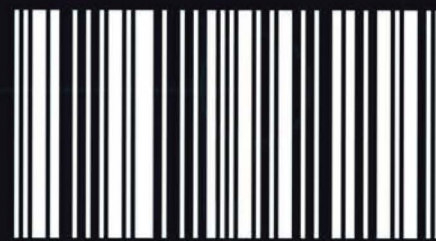
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