**ABSTRAK**

Retnoningtiyas, 2020, **Perancangan *Brand Identity* Oina Craft sebagai**

**Identitas Perusahaan Kriya di kota Malang,** Tugas Akhir, Program Studi Desain Komunikasi Visual (DKV), STIKI – MALANG, Pembimbing : Dr. Pujiyanto, M.Sn, Co. Pembimbing : Mahendra Wibawa, S.Sn, M.Pd

Kata Kunci : Perancangan, *Brand Identity*, Usaha, Kriya, Malang

Usaha Oina Craft merupakan usaha kriya di kota Malang yang baru terbentuk dan belum memiliki identitas untuk dikenal masyarakat luas, maka dibutuhkan Perancangan *Brand Identity* Oina Craft sebagai Identitas Perusahaan Kriya di kota Malang.

Perancangan *brand identity* tersebut dilakukan dengan menggunakan metode pengumpulan data seperti observasi dan wawancara, kemudian metode perancangan yang digunakan melalui tahap *brainstorming, thumbnail, rough sketch logo,* dan *comprehensive logo,* setelah itu terbentuklah desain final yang kemudian diujicobakan kepada target audiens.

Perancangan *brand identity* Oina Craft menghasilkan logo sebagai media utama dan media pendukung berupa logo, buku *Graphic Standards Manual* (GSM), kartu nama, kop surat, amplop, nota, brosur, *xbanner*, stiker*,* seragam promosi, suvenir*,* *facebook,* dan *instagram*. Kesimpulannya berdasarkan ujicoba, karya-karya tersebut telah memenuhi kebutuhan usaha Oina Craft.

***ABSTRACT***

*Retnoningtiyas, 2020,* ***Oina Craft Brand Identity Design as***

***Craft Company Identity in Malang City****, Final Project, Visual*

*Communication Design (DKV) Study Program, STIKI - MALANG,*

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*Keywords: Design, Brand Identity, Business, Craft, Malang*

*The Oina Craft business is a craft business in the city of Malang which has just been formed and does not yet have an identity to be recognized by the wider community, so it is necessary to design an Oina Craft Brand Identity as the identity of the Craft Company in Malang.*

*The design of the brand identity is carried out using data collection methods such as observation and interviews, then the design method used is through the stages of brainstorming, thumbnail, rough sketch logo, and comprehensive logo, after which a final design is formed which is then tried out on the target audience.*

*The design of the Oina Craft brand identity produces logos as the main and supporting media in the form of logos, Graphic Standards Manual (GSM) books, business cards, letterheads, envelopes, notes, brochures, xbanners, stickers, promotional uniforms, souvenirs, facebook, and Instagram. The conclusion is based on trials, these works have met the needs of Oina Craft's business.*