

ABSTRAK

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Perancangan Media Promosi Untuk Electricsmith Clothing Malang,

Tugas Akhir.

Program Studi Desain Komunikasi Visual (DKV). STIKI-Malang.

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Perancangan ini bertujuan untuk melakukan rebranding identitas visual Electricsmith dalam bentuk poster yang diterapkan pada graphic standard manual, stationery, dan gifts/merchandise agar dapat digunakan sebagai media identifikasi perusahaan dan media promosi usaha. Data yang digali dalam penelitian ini mencakup teori desain terkait merancang poster serta teori warna, tipografi, brand, branding, identitas visual, brand awareness, dan media komunikasi. Perancangan ini memiliki konsep desain sesuai karakteristik Electricsmith dengan menghasilkan poster yang sederhana dan tegas. Metode perancangan adalah Design Thinking dengan teknik pengumpulan data berupa wawancara bersama perwakilan kantor Electricsmith, data pustaka, dan observasi kegiatan usaha serta lingkungan perusahaan di Malang, Jawa Timur. Instrumen penelitian untuk memperoleh data terdiri atas peneliti, pedoman wawancara, dan pedoman observasi. Data yang diperoleh diteliti menggunakan metode Design Thinking. Konsep perancangan diawali dengan menentukan konsep desain poster untuk diproses dalam konsep desain sehingga menghasilkan sketsa ide, warna, dan tipografi. Hasil perancangan yang terpilih kemudian melalui proses kreatif untuk diimplementasikan dalam media komunikasi perancangan. Hasil perancangan ini terdiri atas; (1) Poster, (2) Media komunikasi utama berupa graphic standard manual (3) Media komunikasi pendukung dalam bentuk poster (4) Gifts/merchandise.

Kata Kunci: branding, identitas visual, desain, media promosi

ABSTRACT

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Promotional Media Design for Electricsmith Clothing Malang

Program Study Visual Communication Design (VCD). STIKI-Malang.

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These designs purposed to rebrand the Electricsmith's visual identity in the form of logos that are applied to the graphic standard manual, stationery, and gifts/merchandise whereas they can be used as company identification and business promotion media. Information collected in this study includes design theory related to poster design and color theory, typography, brand, branding, visual identity, brand awareness, and communication media. The designs concept according to the characteristics of the Electricsmith created a simple and decisive poster. The design method Design Thinking and data collection techniques in the form of interviews with personal representatives of the Electricsmith office, library database, and observation of business activities and the company's cooperation in Malang, East Java. The research instrument to obtain data consists by researchers, interview guidelines, and observation guidelines. The data obtained were examined using Design Thinking. The design concept begins to determine the poster design concept to be processed in the design concept to produce a sketch of ideas, colors, and typography. The results of the design chosen are through a creative process to be implemented in the design communication media. The results of this design consists of; (1) Poster, (2) Main communication media in the form of graphic standard manuals (3) Supporting communication media in the form poster, and (4) Gifts/merchandise.

Keywords: branding, visual identity, design, promotion media