

ABSTRACT

Bandung Masagi is a character building model based on local wisdom designed by the Government of Bandung through the Education Authorities. Its main programs are the Religious Love Program, the Culture Guard Program, the Environmental Guard Program and the State Defense Program. However, since it was inaugurated in 2016, the new socialization was done to schools such as Teachers and Principals, while the students who are target audiences of this program have not done yet. Therefore it is necessary to design a program that can disseminate the main programs of Bandung Masagi this, by making an event called Festival Bandung Masagi, in which there are series of events such as cultural performances, main program stand, community stand / movement, and others. The design process through the stages of data collection by through the study of literature, interviews, observation and questionnaires. So in the end this final project can produce a visual identity design that includes logo and mascot and promotional media in the form of poster, x-banner, pin, sticker, t-shirt, pocket-book, map, flag-banner, goodie-bag, hat , merchandise and maket description object research succeed campaign character building programs based on local wisdom.

Keywords :

Visual Identity, Promotion Media, Program Campaign, Character Building.