

ABSTRACT

VISUAL IDENTITY AND PROMOTIONAL MEDIA DESIGN FOR THE LANGUAGE COURSE “BAHASA BAGUETTE”

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Bahasa Baguette is one of the French language courses located in Tangerang city, offering French language courses. The issues faced by Bahasa Baguette include the absence of visual identity such as a logo and a lack of interest, prompting the need for a promotional media design. The goal of this design is to increase awareness of Bahasa Baguette's courses within the community. The research method involves observation, interviews, questionnaires, and studies, followed by analysis using a comparison matrix, with a focus on the effective design of promotional media. This analysis aims to identify a consistent design system that can be applied across all Bahasa Baguette promotional media, with the hope of enhancing attraction and marketing effectiveness. Consequently, Bahasa Baguette is anticipated to gain greater recognition.

Keywords: *Course, Bahasa Baguette, Promotion, Visual Identity.*