

ABSTRACT

J-PROJECT VISUAL IDENTITY AND PROMOTIONAL MEDIA DESIGN

Oleh : Riztama Prawita
NPM : 1401110353

Lately in Indonesia there were many communities that came up with different background and activities. That phenomenon brings many people to start micro, small, and medium enterprise that sells cycling apparels, J-Project is the one among them. J-Project established in 2005 by Mr. Johan. Unfortunately, J-Project didnt have a good visual identity and promotional media that can catch the customer awareness. Therefore visual identity and promotional media design is needed, so J-Project can compete in the market.

To complete *J-Project Visual Identity and Promotional Media Design*, author uses some methodes to collect some data , such as references, observating, questionnaire, and interview. For the theory , author citated some theories from some literatures were marketing theory, brand theory, analysis theory, media theory, and visual theory.

J-Project only have logo and a business card and word of mouth as main media to promote itself. The customers didntt want to put J-Project logo on their order, so many next-customers dont buy from J-Project, but they buy from J-Project's competitors. This problem make J-Project revenue streams go down.

Therefore visual identity and promotional media design is needed, so J-Project can compete in the market. The result is to make a new visual identity and some promotional media such as poster, trifold-brochure, x-banner, web-banner, website, magazine ads, and promote via social media.

Keywords : Cycling, Jersey, Visual identity, Promotional Media