

ABSTRACT

Visual Identity and Sign System for Sarijadi The Thematic Market in Bandung City

By

Priangga Adhiguna

NPM: 1401110347

Super markets are one of the commercial places a city could offer. A neat and cleaner supermarket makes reduction number of visitor, where as the public market has a good potention. Bandung government will revilasise traditional market in Bandung city to be a thematic market, for example, Sarijadi market which has a theme of organic vegetables. There are things to be considered in revitalization of Sarijadi market. One of them is the sign system design. Sign system is very useful for the visitors who are looking for location in that market. That is why writer made a visual identity and sign system design for Sarijadi market. Because of the large area of the market, this sign system is beginning to be more important and is potential enough to be thematic market in Bandung city. Therefore, visual identity is needed to diferr each nd every market.

In this visual identity and sign system design, writer used field observation, interview, matrix analisys and references. For the theory, writer uses a communication theory and visual identity theory. For this thesis, writer cooperated with PD. Pasar Bermartabat to collect supporting data. Writer also learned the history of Sarijadi market in this design.

This data collection produced a visual identity and sign system for Sarijadi market. The objective of the visual identity is to differ the market to one and another. Where as the objective of the sign system is to facilitate the consumer to reach the location they wanted.

Key Words: Sarijadi Market, Visual Identity, Sign System.