

ABSTRACT

LOGO REDESIGN OF SEKOLAH GRATIS ANAK BUMI AND APPLYING TO PROMOTION MEDIA

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One of the media which can be used as an instrument for educating child's mental and forming personality is Fine Art. But unfortunately, the media is widely perceived as something fancy, exclusive so it is not many obtained by people without possessions or wealth. All child should have been able to get fine arts education to build the character which will be applied in the life of a day. There is the foundation focusing on fine arts education namely Barli Museum Foundation. Besides having gallery painting, the foundation also has social programs called "Sekolah Gratis Anak Bumi". The routine activity needs tools which is not a bit, while this is a independent foundation so that are not tied to the government. The problems are this foundation have not fixed contributor for "Anak Bumi" and lack for volunteer to educate participants.

In order to solve the problems above, writer searched the needed data by using observation method on the object of the research, literature, interviewing related informants and distribute questionnaires for measure the effectiveness of activity has executed. After collecting the data, writer will analysis and redesign the logo for strengthen the identity and applying to promotion media to publish this *Corporate Social Responsibility*. The media used in the designing of this final task are nameplate, calling card, digital poster, flyer, shirt, poster, backdrop, company profile, website, facebook, post card and brooch.

Designing this Final Task will helping for strengthen the foundation image and build the relation with various parties. So that people more aware and care to 'Anak Bumi' social activities. In addition, this writing is expected to help the parties that need it.

Key word : Logos, Promotion Media, Yayasan Museum Barli, Fine Art, Child