

ABSTRACT

DESIGNING VISUAL IDENTITY AND WEBSITE FOR RIKARYA CRAFT

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Rikarya Craft is a creative business that makes custom boxes such as briefcase , treasury box and a storage box. Custom Creative Box is one form of handicraft which is formed into a multi-purpose storage box made of wood and given a finishing or layers of leather. Although it has been doing business for over the last 4 years, we could say that the business owner does not in line with his expectations for vision and mission. This condition is caused by a number of prospective customers who do not reach the phase of deal (purchased) because the communication process is not efficient, because the lack of visual identity and website which could stimulate the purchase of services / products , resulting in not achieving maximum profit than it should be which then affect the development of the business.

To resolve the problems mentioned above, the author tried to obtain the required data through observation method on the object of research, study literature by reading and collecting literature, interview with the relevant sources and distribute questionnaires to the respondents who represent the target audience as well as perform analysis using matrix method. Once the data is obtained, then the author designed visual identity and website using the creative concept of tagline approach. Subsequently made the appropriate media in the design of this final project such as website, business card, facebook and instagram.

Hopefully, by the design of this Final , will be able to help Rikarya Craft in marketing their products better, so that the visual identity and website design can improve competitiveness and marketing of its products . In addition , this paper is also expected to assist the parties in need.

Keywords: Visual Identity, Website, Rikarya Craft