

***VISUAL IDENTITY AND PROMOTION MEDIA DESIGN OF  
BISNIS PROPERTI CEMARA HIJAU COMPANY***

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**ABSTRACT**

The property is an asset or immovable property such as land and buildings. Property in Indonesia needs increase as the population growth in Indonesia reached 1.55 million per year by 2015. This condition makes the property business sector continues to grow. Business property has several business classifications, one of which is property marketing . In Indonesia, especially in Bandung, the company marketing the property is quite a lot. One of the companies of property marketing in the city is Bisnis Properti Cemara Hijau (BPCH). BPCH been running for three years, but the sales of BPCH not reach the target during the last 3 years. The constraints faced by BPCH is how introduce the company to utilize the technology and be recognized by potential customers. Research methods using interviews, library research, and observation as data collection techniques. The analytical method used are the SWOT analysis and matrix analysis. The results of this design in the form of digital media among others websites and social media as well as print media as media supporter. Creative concept of the design will use a tagline and visual media in accordance with the target audience. The design of this media campaign is expected to help the company improve awareness of the company.

Keywords: business, digital, media, promotion, property