

ABSTRACT

Currently furniture products in Indonesia have been recognized by the world and furniture industry activities in Indonesia has get full support of the government by holding exhibitions and counseling for the furniture industry in Indonesia, this is certainly good news for the furniture industry. With the large number of people of Indonesia and the economy that continues to advance the necessity of furniture will increase. CV. Kinandang is one of the leading providers of furniture products in Jakarta, but the company is experiencing a lot of problems with its visual identity and promotional media that cause the drop in sales and corporate sustainability. By performing PEST, SWOT and MATRIX analyzes that will find the point of problem and its completion. This study aims to improve the system of visual identity and media promotion CV. Kinandang by building a good visual identity to be easily embedded in the minds of consumers, the media campaign that will be designed will be tailored to the company's visual identity in terms of color, layout, concepts and fonts that will be applied on print and online media. This is done to build a new image on the CV. Kinandang in the hope of expelling the company from the problem at hand.

Keywords: CV. Kinandang, Visual identity and promotional media, new image, sales increase.