ABSTRACT

One of the companies named Lasanco would like to make changes to its business. The business is owned by Krishna Wulan, a company engaged in welding stainless with a target market of private homes, developers, contractors, agencies, hotels, buildings etc. This company will be a marketplace based online for all enterprises engaged in welding stainless and market of stainless product. However, some companies that already have a visual identity and a good positioning will become a competitor LASANCO in the process of its business. While the company LASANCO this does not yet have a visual identity (image) and the proper positioning in the process of introducing this new company to the public. Because of its visual identity and positioning is an excellent strategy for companies that want to improve the image of the right, whether it's the old company to the new company or move with purpose can compete with its competitors. In the process of perancangannya will be based on several theories such as the theory of visual communication design, design, brand identity, positioning, company profiles, logos, photography, and layout.

The methods used in the design process is a method of qualitative data collection. These methods contain techniques of data collection through interviews against the owner of the company and the study of literation that will support the process of determining the right design for designed.. The design of the building company LASANCO. Also add data analysis against similar competitors, in order to get the key points that can be inserted into the design process.

The design to be created was the initial step in building LASANCO. Then created the design of the visual identity and positioning as a way to build a company LASANCO. Because in theory it becomes important when there is a new company in the current era. Visual identity and positioning will be applied to the media in the form of company profiles.

Keywords : Lasanco, Image, Positioning, Visual, Marketplace, Company Profile