

ABSTRACT

Rizal, Ariandita. 2018. Design of Visual Identity on Octopus Shoe Care Products in the City of Bandung. Thesis. Graphic Design Concentration. Visual Communication Design Study Program. Faculty of Creative Industry. Telkom University Bandung.

Octopus Home Industry (IRT) is a manufacturer of shoe care products located on the road Maos II Mohamad Toha, Bandung, West Java. Octopus IRT is a pioneer manufacturer with features on its products that use ingredients from coconut oil, so it is safe and has the potential to be marketed more widely. The problem experienced by Octopus IRT is that it does not have a visual identity, good packaging and has the characteristics of similar products. The owner of the Octopus IRT was also aware, so the owner of the Octopus IRT wanted to have a different packaging from similar products and could increase the value of shoe care products.

The design of visual identity and packaging design for shoe care products produced by the Octopus IRT was carried out with qualitative methods, data search process with relevant literature studies, observation, interviews, and questionnaires to IRT Octopus owners, employees, and consumers. Determine the target audience, make matrix analysis of competitors and SWOT analysis is used to assess the company through internal and external factors.

Based on the results of a series of analysis processes above it was found that there needed to be a good visual identification and packaging with designs that attracted consumers and materials that could protect the product well so that the product could be distributed outside the area with packaging that was maintained. Because before designing, it has been calculated first so that the packaging used is more effective

Keywords: Visual Identity, Octopus IRT packaging design