

ABSTRACT

DESIGNING VISUAL IDENTITY AND PROMOTION MEDIA FOR TAS SUTERA MAKASSAR BUSINESS

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The handicraft industry is currently one of the sub-sectors that influences the scope of the creative economy. Marked by the rapid growth of small and medium businesses, especially in the handicraft industry that utilizes local culture with ethnic and unique nuances. One of the handicraft businesses that raises the theme of local culture is “Tas Sutera Makassar”. “Tas Sutera Makassar” utilizes the touch of Bugis-Makassar silk woven fabric from the city of Sengkang as a distinctive feature of its products. But seeing the lack of identity that shows the image of the company and the lack of optimal promotion carried out makes this business still not widely known by the public. The method used in data collection is the method of visual observation, interviews, questionnaires and literature. Then the data is analyzed using comparison matrix and SWOT analysis methods. The results of the design of the study focused on creating an identity that shows the company's image which is then implemented into stationery sets, posters, brochure, x-banner, social media e-poster, catalog, packaging, signage, website and merchandise. The existence of this design is expected to be able to foster brand awareness and public buying interest in “Tas Sutera Makassar” products.

Keywords: Craft business, Tas Sutera Makassar, Silk Weaving Fabric, Visual Identity, Promotional Media