

ABSTRACT

DESIGN STRATEGIC OF PT ETOS INDONUSA AND THE IMPLEMENTATION IN VISUAL MEDIA

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A business requires an identity as a strategy to improve customer loyalty. The business should have an identity that could characterize the business granted. Identity is important to increase awareness and trust of the customer in order to improve promotion and selling brand. PT Etos Indonusa (ETOS) is one of the pest control services in Indonesia, who claims as an environmental-friendly pest control company. The analytical methods used include analysis of design strategies, PEST, porter's five forces, SWOT analysis, Ansoff matrix, product life cycle, and comparison matrix. Based on the analysis, identity of ETOS have not characterised the service and not accordance with the required rules. Therefore, ETOS needs to re-design the corporate identity and the implementation in promotion media to improve awareness and trust of public to increase brand sales.

Keywords: Corporate Identity, Promotion, Pest Control, ETOS.