

ABSTRACT

Strategy Design's Planning For Ien's Handcraft

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Rapid development has occurred in the Small and Medium Enterprises sector in Bandung Region in recent times. Evidenced by more than 300,000 SMEs in Bandung, which has made an 80% contribution to the GDP of Bandung City since 2019. This has caused a high level of competition among SMEs in the City of Bandung, which makes every SME required to have a good competitiveness in order to be able to last a long time. One way to increase the competitiveness in an SME is through design. Ien's Handcraft is a leather craft brand, which is one of the SMEs with excellent potential in Bandung City. However, the lack of a strong design system hampered the development of the brand. The final project that the author does, aims to help Ien's Handcraft develop its business through designing a good and appropriate design strategies. In the process of working on this final project, the author collects data by doing direct observation to the brand, interviewing the owner of the brand itself, and distributing questionnaires to the target market of Ien's Handcraft. The process is also complemented with literature study on the science of design strategy, as a basic guide in working on this final project. Some of the outputs of this project such as, visual identity, media promotion, and design innovation. It is hoped that this final project can solve the problem faced by Ien's Handcraft.

Keywords: SME, Bandung, Ien's Handcraft, Design Strategy