

ABSTRACT

Telkom University is one of the private tertiary institutions established on August 14, 2013, located in Bandung Regency, West Java. The university was founded on the merger of four private universities. Telkom University has motto "Creating the Future" and its Vision and Mission to become superior university by utilizing technological and information advancements in all aspects of learning. Telkom University's achievements and successes are proven by getting the first rank as the best private university in Indonesia on August 16, 2019. With the various achievements and advantages possessed by Telkom University, there are still many prospective new students and even Telkom University students themselves cannot associate the University. Telkom is a superior university based on technology and information. Based on the results of data collection, the authors get the result that Telkom University is known as a "good" general university, followed by "Telkom or Telkomsel campus". This is very unfortunate because given the number of registrants as many as 81,000 in 2019 most of them are still unable to associate the image of Telkom University as a leading university-based on technology and information. Based on the above data presentation, the author in completing this final project report will carry out an appropriate branding strategy to build the image of Telkom University as a superior university based on technology and information. With various existing branding methods, the authors apply media and visual strategies in supporting the branding process of Telkom University.

Keywords: Telkom University, branding, technology and information