

ABSTRACT

Indonesia, with a population of more than 250 million people, has the potential for a very large garment industry market which contributes well to national income and employment. With increasing business competition, companies are demanded to be more innovative and have the advantages offered. One of them is Business to Business (B2B) cooperation. Other functions of the Website can be a profile company of an enterprise and have more appeal to attract the market and consumers to use their services or just look. With the increasing business opportunities in the garment industry, there is a Yes Label company as a manufacturer of convection accessories. Convection accessory products such as woven labels, hang tags, and stickers will later be sold to garment companies. But Yes Label does not yet have a visual identity because for the application of promotional media that will be designed and doesn't yet have the concept of promotional media for Business to Business (B2B) as corporate communication. Then in the problem approach stage using the literature study method, observation of research sites, interviews with garment businesses, and conducting data analysis by means of Strength, Weakness, Opportunities, Threat (SWOT) analysis and visual matrix analysis. Furthermore, the results of the data analysis carried out resulted in the design of the logo design which refers to the shape of the shield and brick then for the media promotion using the clean design concept by exploring the shape of the logo. In the final stage, the design of Yes Label's visual identity and the concept of promotional media carried out using a strategy that starts from placement, and supporting media is expected to potentially help the company's activities and gain new insights so as to increase creativity and innovation in order to compete broadly.

Keywords

Visual Identity, Branding, Website, Online Marketing, B2B (Business to Business).