

ABSTRACT

DESIGN STRATEGY FOR KLAY&KLAIK DIGITAL CLINIC

By: Zahra

NIM: 1601174057

The rapid development of technology on industry 4.0 leads to many innovations, the health industry is one of those affected. The emergence of digital consulting platforms and clinics (telemedicine) such as Halodoc and Alodokter can provide convenience for patients. The platform can be a solution to the stigma of the Indonesian people towards skin and sexual health problems, so that digital clinics become superior in terms of cost efficiency, time, and patient comfort. One of the e-Kesehatan startups that focuses on skin and sexual health is the Klay&Klair digital clinic. Klay&Klair is faced with the problem of lack of awareness and stigma among Indonesian people about skin and sexual health. In addition, the existing visual identity design and design system are not strong and consistent enough. From the existing problems, the data obtained using the method of literature study, interviews, documentation, and questionnaires then analyzed using design strategy theory in the form of PEST analysis, Porter 5 Forces, competitive analysis, internal analysis, market analysis, and design audit. The results of the analysis resulted in a design strategy in the form of visual identity design as well as visual media and promotions to prepare Klay&Klair entering the industry.

Keywords: Design Strategy, Digital Clinic, Visual Identity, Health, Skin and Sexual