

ABSTRACT

DESIGN OF BRAND IDENTITY AND PROMOTIONAL MEDIA FOR PSB BOGOR FOOTBALL TEAM

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Football is one of the most phenomenal sports in the world. The Bogor Football Association (abbreviated as PSB) is a soccer team in the city of Bogor that has played in the 3 series 2 league. All players must master all the techniques in the game of football. In addition to the techniques mastered, various other skills outside of physical activity must be mastered. To improve the identity image of the team's needs, a good visual image is needed because they are still lacking in paying attention to their visual identity. Such as introducing the richness of local culture with visual identity in increasing the spirit and sense of love for PSB Bogor soccer players. The lack of skills in visual imagery is very unfortunate, because it is to keep the enthusiasm of the Bogor PSB team and their supporters for various interesting things in Bogor PSB. If this continues to happen, the community, especially the supporters of PSB Bogor will continue to lose their sense of belonging because the identity of the PSB Bogor brand is not being paid attention to optimally. The method used to reduce the existing problems is by conducting interviews, observations, filling out questionnaires, and conducting literature studies. After carrying out the four stages, it was continued to analyze the data with matrix analysis and SWOT analysis. The design carried out focuses on standardizing the logo and its application to the media to increase the sense of belonging and support of the Bogor community towards PSB. With this design, it is hoped that this brand identity will be able to help PSB Bogor to become a different team from other football teams and also to improve image as well as evoke the spirit and sense of belonging of the supporters.

Keywords: Football, History, visual identity, promotional media