

ABSTRACT

Business is one of the many ways to earn money honestly and rightfully. One of such business is the laundry business, which the consumer are able to buy the services by sending their dirty clothes to be washed and cleaned because of their either lack of time or equipment for them to properly do it themselves. One of such business is small company called Djak Clean. However, there are plenty of laundry business appearing, so much so that competition in this market is very tight. Djak Clean itself has weak visual identity that promoting the business will be met with great difficulty. To attract more consumer, methods are needed to make one brand stands out more and being able to be easily recognized by the people. This design analysis uses data gathering methods through observation, interview, and literature review. Analysis that are used are matrix and qualitative data. This planning of visual identity is one of the methods to own one's unique identity to be able to differentiate than the other competitor. With media promotion that is both attractive and unique, one's business is able to increase their value and appeal. Visual identity through media promotion such as the use of logo, poster, flyer, sticker, and banner. With a strong visual identity, it is hoped that the value and attractivity of Djak Clean become even stronger and attract more consumer in the future.

Key Words: Laundry, Visual Identity, Media Promotion