

ABSTRAK

RE-DESAIN DAN PENGAPLIKASIAN LOGO PADA MEDIA PROMOSI MOTEKAR

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Motekar merupakan UKM kerajinan boneka berdiri sejak tahun 1993. Saat ini terdapat banyak badan usaha belum memaksimalkan penggunaan *corporate identity* yang dapat dijadikan sebagai sarana media promosi. Mengingat *corporate identity* memiliki peranan penting dan berdampak besar bagi perkembangan suatu badan usaha, diperlukan perancangan identitas yang sesuai dan ideal oleh badan usaha tersebut. Hingga saat ini penggunaan media promosi Motekar masih kurang maksimal sehingga diperlukan perancangan *corporate identity* agar produk Motekar lebih dikenal dan diketahui konsumen.

Pendekatan yang digunakan dalam perancangan ini menggunakan unsur gaya hidup masyarakat. Menurut penelitian boneka dapat merangsang stimuli, perkembangan anak dan menghidupkan suasana serta sebagian besar orangtua memberikan boneka sebagai tanda kasih sayang kepada anak dan dapat dijadikan teman bermain di rumah.

Berdasarkan data yang didapatkan melalui wawancara kepada pihak Motekar dan beberapa narasumber serta kuesioner yang dibagikan kepada responden maka dibutuhkan perancangan ulang logo dan penggunaan logo pada berbagai media promosi agar produk atau badan usaha lebih dikenal masyarakat.

Kata kunci : *Corporate identity*, Gaya hidup, Logo, Media Promosi.

REDESAIN DAN PENGAPLIKASIAN LOGO PADA MEDIA PROMOSI MOTEKAR

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ABSTRACT

Motekar is one of small and medium business of doll craft was build about 1993th in Bandung city. Nowadays many enterprises not usefull of corporate identity, which can be used promotional tools. Corporate identity will be very usefull and will have big effect in every company, especially to develop of business entity. Every company needs a corporate identity, because of company profile can show the image of the company. Until today, promotional tools of Motekar less maximum. Needed the design of corporate identity to introduce the company to audience, because the company have more potential to show to audience and we hope "MOTEKAR" can be compete with the competitor and win the competition, and can be more successfull in the future.

Methods used in the collection of data are survey, observation, interviews, questionnaires and literary studies obtained data that needed re-design to the concept of show as well as the restructuring of media promotion to support and improve the quality of promotional Motekar.

Redesign Motekar use most elements of people lifestyle. According of research, the dolls can be develop stimulation, child growth and alot of parents give the doll as a sign of love to children and can be playmates at home. Media promotion are logo, event, and other media supporting. Expected design it may help Motekar to increase sales and product more familiar to audience.

Keywords : Motekar, Corporate Identity, Media Promotion, Lifestyle

