

ABSTRACT

The development of the industrial world makes more and more goods that need to be moved from one place to another. Seaborne trade is the most widely used in moving existing goods. Data shows that more than 80% of trade is seaborne trade. The container shipping industry is one of the industries that is increasing due to the growth of this movement of goods. The container shipping industry is one of the industries that is increasing due to the growth of this movement of goods. PT Mentari Mas Multimoda is one of the container shipping companies that was only established in 2019 but can compete with shipping companies that have been established for decades in several destination ports. PT Mentari Mas Multimoda wants to highlight something new and different compared to its competitors, especially in the company image. One that its competitors don't have is the mascot. Therefore, the design of this work is entitled "Mascot Production Process as Brand Image of PT Mentari Mas Multimoda". The theory that is used in the design of this mascot is the 5 dimensional elements forming brand image according to Keller (2016) because the mascot will represent the company and contain elements forming brand image. For mascot design will use 5 stages design thinking. To obtain data for creating mascots, authors conducted observations, interviews, and document studies. This design resulted in a mascot named "Si Mas" which contains various values from PT Mentari Mas Multimoda.

Keywords: *Mascot, Brand image, Design Thinking, PT Mentari Mas Multimoda*