

ABSTRACT

This study aims to design a brand communication strategy for the Microstudy Profesional Design program, based on information from the Master of Design lecturer that this program does not yet have a brand communication strategy, although this is one of the main keys to the success of related programs/brands. Brand communication strategies, on the other hand, are highly demanded to be up to date with the latest mass technology developments, such as the notion of society 5.0, to create strategies that are bang on target. This study employs a design research methodological approach, which considers three aspects: the visual aspect of the design work, the producer/client/owner or maker of the design work, and the viewer/customer who will utilize the design work. This research will be guided by the Society 5.0 principle of human-centricity so that the output of this research is in the form of brand communication designs/guidelines as well as prototypes of brand identity, promotional videos, and promotional content that are required so that this program can attract attention and be followed by many future customers.

Keyword: Micro-credential program; Strategy; brand communication; branding; Society 5.0.