

## **ABSTRACT**

### **DESIGN STRATEGY TO IMPROVE BRAND COMMUNICATION OF GENIUS HR**

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*A company needs a department like Human Resource Department (HRD) to run its business. Things like optimizing and managing human resources such as arranging recruitment, compensation, performance appraisal, rewarding employee achievements, and employee development. It can be said that HRD bears a lot of responsibility for a business. The COVID-19 pandemic forced companies to invest in work from home infrastructure, but those solutions have become a permanent fixture in the workplace. One of them is Genius HR. Genius HR is an HRIS software that can help manage attendance, payroll, reimbursement, and automated administration that is cloud-based. Currently, Genius HR is struggling to build a reputation in the midst of this very competitive competition. Therefore, Genius HR needs media that can improve brand communication that can attract attention and is easy to understand such as motion graphics. The research method used is a qualitative research method through in-depth interviews, case studies, and participatory observation to explore and understand existing design practices, and relevant industry trends. Design strategy theory is used to analyze and design a design strategy and motion graphic to improve brand communication owned by Genius HR.*

**Keywords:** *Strategy Design, Brand Communication, HRD*