

## TABLES OF CONTENTS

<b>VALIDITY SHEET</b> .....	i
<b>STATEMENT SHEET</b> .....	ii
<b>ABSTRACTION</b> .....	iii
<b>FOREWORD</b> .....	iv
<b>TABLES OF CONTENTS</b> .....	vi
<b>LIST OF FIGURES</b> .....	viii
<b>LIST OF TABLES</b> .....	ix
<b>CHAPTER I</b> .....	1
<b>INTRODUCTION</b> .....	1
<b>1.1 Background</b> .....	1
<b>1.2 Identify the problem</b> .....	2
<b>1.3 Research Question</b> .....	2
<b>1.4 The Scope of Research</b> .....	2
<b>1.5 Purpose of Research</b> .....	2
<b>1.6 Benefit of Research</b> .....	3
<b>1.7 Research methods</b> .....	3
<b>1.7.1 Data Collection</b> .....	3
<b>1.7.2 Analysis Data</b> .....	4
<b>1.8 Design Frameworks</b> .....	5
<b>1.9 Writing Systematic</b> .....	6
<b>CHAPTER II</b> .....	7
<b>THEORETICAL BASIS</b> .....	7
<b>2.1 Branding</b> .....	7
<b>2.1.1 Branding Function</b> .....	7
<b>2.1.2 Brand Strategy</b> .....	8
<b>2.1.3 Brand Digital</b> .....	9
<b>2.2 Advertisement</b> .....	9
<b>2.2.1 Advertising Effectiveness</b> .....	10
<b>2.2.2 Communication Strategy</b> .....	10
<b>2.2.3 Creative Strategy</b> .....	10
<b>2.2.4 Message Approach</b> .....	10
<b>2.3 Media</b> .....	11
<b>2.3.1 Strategi Media</b> .....	11
<b>2.4 Micro, Small, and Medium Enterprises (MSMEs)</b> .....	12
<b>2.5 Visual Communication Design</b> .....	13

2.5.1 Principle of Composition.....	13
2.5.2 Typography .....	14
<b>CHAPTER III .....</b>	<b>15</b>
<b>DATA &amp; ANALYSIS.....</b>	<b>15</b>
<b>3.1 Product Data.....</b>	<b>15</b>
3.1.1 Company Profile .....	15
3.1.2 Product knowledge .....	15
3.1.3 Benefit Products.....	16
3.1.4 Vision and Mission of NDM Production.....	16
<b>3.2 Target Audience.....</b>	<b>17</b>
3.2.1 Survey Data .....	17
<b>3.3 Competitor Data.....</b>	<b>18</b>
<b>3.4 Similar Data Analysis .....</b>	<b>20</b>
3.4.1 SWOT Analysis .....	20
3.4.2 Comparison matrix.....	22
3.4.3 Branding comparison matrix.....	23
<b>CHAPTER IV.....</b>	<b>24</b>
<b>CONCEPTS AND RESULTS OF BRANDING.....</b>	<b>24</b>
<b>4.1 Message Concept and Result.....</b>	<b>24</b>
4.1.1 Message concept.....	24
4.1.2 Message Results.....	24
<b>4.2 Concept and Results of Visual Media Design.....</b>	<b>26</b>
4.2.1 Branding Concept .....	26
4.2.2 Results of visual media design .....	26
<b>CHAPTER V .....</b>	<b>36</b>
<b>CLOSING .....</b>	<b>36</b>
<b>5.1 Conclusion .....</b>	<b>36</b>
<b>5.2 Suggestion .....</b>	<b>36</b>
<b>BIBLIOGRAPHY .....</b>	<b>37</b>