

ABSTRACT

PERANCANGAN VISUAL *BRAND COMMUNICATION* ORGANIC STORE YAKSA PELESTARI BUMI SUSTAINABLE (YPBB)

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Bulk Store, or zero-waste store, is a concept in the form of a store that tries to reduce the amount of plastic used in packaging to reduce the negative impact on the environment. The concept of the store began to emerge in Indonesia, such as the BUMI BULK STORE & REFILLERY store in Bali. ORGANIS STORES are still less competitive with the number of visitors and consumers when compared to other bulk store concepts. In this study, Brand Communication from TOKO ORGANIS will be created to provide its own identity. This research uses a qualitative approach. The data collection techniques used are observation, interviews, and questionnaires. Then, the analysis uses a comparison matrix. Then, a new design was carried out for the visual identity of the ORGANIC STORE. The design results are in the form of Logos, Posters, banners, x-banners, IG feeds, Mascots, merchandise, brochures, and *motion graphics*. The philosophical principle of TOKO ORGANIS is to use characters with a background in the environment and nature. So, an approach is made to the design of characters that are green, brown, and yellow. After creating *Brand Communication*, TOKO ORGANIS can be expected to attract more consumers and is expected to be able to compete with other *bulk store* concepts and can provide a better shopping experience for consumers than the previous experience.

Keywords : *Bulk Store, Zero Waste, Brand Communication, Visual Identity, ORGANIC STORE*