

ABSTRACT

The printing industry is experiencing an increase, this increase makes the demand for printing more efficient and helps maintain the relevance of printing services amid increasing restrictions on digital media. Bandung City is one of the industrial centers in West Java, and the printing industry has a crucial role in supporting various business sectors. PT BSC Advertising is one of the printing houses based in Bandung, established in 2005. BSC has experienced a decrease in prospective clients, due to not having a visual identity so that brand awareness is not yet strong. The development of digital technology has also changed the behavior of prospective clients, so they seek information independently. Data collection is obtained through observation data, questionnaires, interviews, and literature studies which are then analyzed with the theory of design strategy and visual communication design, so as to produce a visual identity that can create brand awareness among the wider community in order to adjust to a new market share and can survive in market competition.

Keywords: Printing, BSC Advertising, Brand Awareness, design strategy.