

ABSTRACT

MASCOT REDESIGN TO STRENGTHEN TARAkan CITY BRAND AWARENESS

By

Rayhan Imam Hizbullah

21105025

Tarakan City, as a transit city and economic center in North Kalimantan, has rich cultural and natural potential. However, the city's brand awareness is still less than optimal, so a more effective visual communication strategy is needed. One solution that can be applied is to redesign the Tarakan City mascot to be more representative and communicative. This design aims to improve the visual identity of Tarakan City through a mascot that reflects the city's main advantages, namely culture, mining, and fisheries. The design process is carried out through several stages such as research, analysis, concept development, to visualization of the mascot design. The results of this design are expected to strengthen the identity of Tarakan City and increase its attractiveness.

Keywords: *redesign, mascot, visual identity, brand awareness, Tarakan City*