

**ABSTRAK**  
**PERANCANGAN ULANG IDENTITAS KING MUAY THAI CAMP**  
**DAN PENERAPAN PADA MEDIA PROMOSI**

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Muay Thai merupakan olahraga bela diri yang telah menjadi gaya hidup. Selain mudah dipelajari, Muay Thai memberikan banyak manfaat bagi tubuh mulai dari menyehatkan hingga membakar kalori dengan cepat. Perkembangan Muay Thai dapat dilihat dari banyak bermunculan sasana di kota-kota besar, salah satunya King Muay Thai Camp di Bandung.

Keberadaan King Muay Thai Camp belum diketahui oleh para target konsumennya sehingga jumlah anggotanya pun masih terbilang sedikit. Hal ini dikarenakan identitas King Muay Thai Camp yang belum sesuai dan media promosi yang efektif sehingga belum tepat sasaran.

Melihat fenomena tersebut, maka dibutuhkan perancangan yang kreatif agar target konsumen mengetahui dan mendaftar di King Muay Thai Camp. Perancangan yang dilakukan adalah mendesain kembali logo King Muay Thai Camp dan penerapannya pada media promosi agar lebih tepat sasaran. Pengumpulan data dalam perancangan ini yaitu dengan metode wawancara, observasi, dan studi pustaka. Hasil perancangan berupa logo King Muay Thai Camp dan penerapannya pada media promosi. Diharapkan dari perancangan ini, kebutuhan gaya hidup target konsumen yaitu sehat dengan berolahraga dapat terpenuhi.

Kata kunci: Identitas, Media Promosi, Muay Thai.

**ABSTRACT**  
**REDESIGN IDENTITY OF KING MUAY THAI CAMP**  
**AND APPLICATION ON PROMOTION MEDIA**

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Muay Thai is a martial sport that has become a lifestyle. Beside that it's easy to be learnt, Muay Thai offers many benefits for a healthy of the body and for burn many calories quickly. Muay Thai can be seen in the development of many emerging gyms in the major cities and one of which King Muay Thai Camp is in Bandung.

The place of King Muay Thai Camp has not been known by target customers, so the number of members was still quite a bit. It is because the identity of King Muay Thai Camp is not appropriate and effective promotion media that has not been right on targeting.

According to this phenomenon, it necessary needscreative design that the target consumers know and register at King Muay Thai Camp. The design which is done is redesign the logo of King Muay Thai Camp and its application to the promotion media to be more on target. The accumulation of data are interview method, observation, and book research. The result of this design are King Muay Thai's logo and application on media promotion. Expected of this design a need of the target consumer lifestyle that is healthy with exercise can be fulfilled.

Keywords: Identity, Promotion Media, Muay Thai.