

# **THE DESIGN OF LOGO AND ITS IMPLEMENTATION IN PROMOTIONAL MEDIA OF IN HER SHOES**

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## **ABSTRAK**

The rapid development of shoes industries in Bandung city leading to high level of competition between shoes companies. In order to facing high competition among companies, In Her Shoes has excellence of its shoes qualities and speciality in their product which taken casual, pastel, and feminine as the theme of their product. Eventhough they had own excellence but the number of it sales have never reached the target since this company was established until now. In its development, promotional media not yet managed optimally so that information and message that want to being inform to the market not spread widely. Another obstacle faced by In Her Shoes is the logo of it product not appropriate with the characteristics of its company, product, and their target market. All those reason certainly influence to the target market's rate of brand awareness.

Writer do several method to collect data, which are by doing some observation, interview, and read some literature and making questionare. Observation method performed by writer are making direct research to the store and also plant of In Her Shoes. Furthermore, writer also interviewed Mr. DR. Didit Widiatmoko Drs., M.Sn an expertise in logo field, Rena Permata as the owner of In Her Shoes and the one who give the project , Tati as employee in the store, and Annisa Ramdhani as visitor in the store. The result of all information collected analyze in order to strengthen design concept for making new logo and all design for promotional media.

The aim of this research is to map out the design of logo and promotional media accurately and effectively for In Her Shoes. Writer expect by the existence this design, In Her Shoes be able to be better known, be memorized, and become top of mind in the market. Writer also expect this research can be beneficial for further research.

