

ABSTRACT

Putri, Novia Helmusvita. 2015. Designing visual identity of Indah Karya Weaving House in Pandai Sikek, West Sumatera. Visual Communication Design Major

Pandai Sikek is one of village in Sepuluh Koto sub regency area, Tanah Datar Regency, West Sumatera. Pandai Sikek known by its weaving (Tenun). It has specific design and full of philosophy. It has high economic value because its beauty. One of weaving house in Pandai Sikek area is Indah Karya. This weaving house has contemporary design that combined from vary Songket designs such as Palembang, Bengkulu, Silungkang, and Minangkabau. This design is not exist in another waving house in Pandai Sikek but Indah Karya does not have corporate identity to communicate its potential. The purpose of this research is to find a way of communicating the potential of Indah Karya weaving house through visual identity and also to know about how to visualizing visual identity design of Indah Karya Weaving House through visual communication media. The method of this research is qualitative method with interview and literature review technique. The main media that used to designing this weaving house identity is logo and packaging. The other support media that being used were billboard, car accessories, tissue box, operational car, car fragrance, magazine's advertisement, merchandise, neon box, paper bag, poster, price tag, stationary, uniform, website, x-banner, mascot, booth and catalouge.

Keywords: Pandai Sikek Weaving, Weaving Design, Visual Identity