

ABSTRACT
THE DESIGN OF ARGO PARAHYANGAN'S VISUAL IDENTITY

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The operation of toll cipularang (Cikampek –Purwakarta- Padalarang) that was started on 2005 made the competition on ground transportation business to be increased and fierce. The presence of bus transport services and travel agents make Argo parahyangan troubled and overwhelmed by the competition that occur and thereby resulting in decrease of passengers and occupancy issues.

Research methods such as interviewing the Head Visor Promotion PT.KAI, train passenger and travel agent passengers is used to obtain data. Moreover research data is obtained by doing direct observation at train station and travel agents stops. The next method is the questionnaire conducted on a passenger train and travel as a comparison service which has been perceived passengers. SWOT analysis is done by analyzing the strength, weakness, opportunities, and also threats of Argo Parahyangan. Matrix analysis was used for comparison with competitor products. STP analysis to determine the STP of the product.

Once all data are obtained, the author start to designing visual identity such as creating logo, establishment of typography, colors and other elements. To get the design to be having characteristic of west java gained by mind mapping. Furthermore, the visual identity will be applied to the top-line media such as merchandise, posters and bottom-line media such as signage, carriage, chair slipcover.

With the existence of this scheme is expected to be able to assist PT. Kereta Api Indonesia with brand Argo Parahyangan in raising the number of passengers Argo Parahyangan. Moreover, it can improve people's brand awareness so that Argo The Argo Parahyangan and always have a positive image in the minds of the public.

Key words: *visual identity, logo, railways, Argo parahyangan*