

## **ABSTRACT**

### **DESIGNING VISUAL IDENTITY FOR PT. JASA PENGURUSAN TRANSPORTASI JATIDIRI TRANS**

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The Rapid development of Cargo Services nowadays make the situation as like a tight competition among those cargo industries. This situation force the Entreprenurs to develop their companyes, esspecially on their Corporate Identity, services, and their products, so that they could stand around the competition. One of the innovation that they need to do is to give a signature character or signature things for their corporate identity, services or its products.

To face this competition, as a cargo company that going on Service transportation, export or import, PT.Jasa Pengurusan Transportasi Jatidiri Trans, haven't stand and decide its image on the corporate visual identity. Another problem is the lack of applying visual identity activities on their company on the various media that is proper for the company to strenghten the image of Cargo Transportation Service with heavy equipment container. The goal of this research are to design some proper visual identity and promotion media, so that the brand awareness of PT. Jasa Pengurusan Transportation Jatidiri Trans could increase.

To answer those problems above, the author get some data through observation on the object research, literature study about the theories and interview with resource needed. After that the writer do the design of visual identity and applying the visual identity, through the promotion media which fit on this company. The data that author compile use creative concept which inspired from sea unsure and shipping cargo, which become the characteristics from this company and at the end, those creative concept applied as a guidance on the making of this visual identity. The media that apply on this Final Project Design are Board Name, Business Card, Stationary, folder, magazines ad, website, e-book, Truck box, truck container, souvenir dan uniform for the employees.

By this design, it is expected to help PT.Jasa Pengurusan Transportasi Jatidiri Trans on strenghten its image. By more about applying design of visual identity on the proper promotion media, the consumer could know this company. Beside that through this research, author expect that could help another personal or company that need those related research information.

Keywords : Visual Identity, Media Application, Jatidiri Trans and Cargo.