

**ABSTRACT**  
**PT. SUNARADJI CIPTA SELARAS**  
**DESIGN STRATEGY**

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A competition of property industries in Indonesia especially in contractors company now became more tighter. The industry players are competes to offer their contractor services to clients for survive in the industries and for gain a profits as big as possible. In facing the thight competition beetween among thousands of the existing contractos companies, Sunaradji Cipta Selaras or commonly abbreviated as SCS hasn't a something which can be differentiator beetween the other contractor companies, and SCS hasn't not recognized yet by people. It's because SCS offering activity's just extented from word of mouth to people, that causes the amount of the demand to the company became erratic. Because of that, SCS have a stagnan position of the incomes and tend to decrease causes annual incomes target not achieved.

In order to solve the problems above, writer managed to obtain the needed data by using observation method on the object of the research, literature and interviewing related informants. After collecting the data, writer will makes a design strategy formulation that covers company strategy in terms of designs, like; Corporate Identity, promotion media and the other design media. And writer also make a marketing strategy with an insight formulations form a various analytical results. Which is that design media will be interconnected and marketing strategy supported. And then it will be a value and power of the company which appropriate with the vision and mission, character and SCS's principles.

Hopefully the design on this thesis will able to assist SCS in strengthening their brand identity and will able to improving the company images and brand awareness in society. Also it will able to increase the demand to SCS for survive in the property industries. In addition, this thesis is also expected to help those who need it.

*Keywords : Design Strategy, Design Media, Sunaradji Cipta Selaras, Contractor, Property Industries.*