

ABSTRACT

REVISUAL IDENTITAS DAN PERANCANGAN MEDIA PROMOSI

BK ETNIK

Oleh

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Corporate identity or identity company, consisting of visual identity (name, logo, trademarks, typography,color) and identity verbal (slogan, tagline) to build image company. BK Ethnic is a company that working in the area of clothing industry, the company was build because of the crisis in batak young people who were born and raised in the overseas which began to abandon the culture is not inferior to the culture of other regions. BK Etnik not have a strong brand identity and media promotion. To answer the above problems, the authors sought to obtain the required data through observationon the object of research, library research, and interview to speakers related and distributed questionnaires to the respondents who represent the target auience will be target. Of its data, conducted identity design company and media promotion appropriate. Media used to final design is the business cards, catalogs, website, facebook, twitter, goody bags, packaging, and souvenirs. Expected by presence of this design, will be able to help BK Ethnic in strengthening its visual identity as well designing appropriate media campaign so that the public is more aware of its existence. In addition, this paper is also expected to assist the parties in need.

Keywords: Media Promotion, BK Ethnic.