

# **DESIGN OF VISUAL IDENTITY, PACKAGING AND PROMOTION FOR SASIRANGAN BORDIR BANJARBARU**

Azizah Septiningtyas

Desain Komunikasi Visual Fakultas Industri Kreatif Universitas Telkom

## **ABSTRACT**

Sasirangan as a cultural heritage is a typical traditional cloth of the South Kalimantan Banjar Tribe that has a characteristic on the motif and bright colors. In line with modernization, especially in the city of Banjarbaru, Sasirangan innovated with the addition of embroidery on Sasirangan motifs that make the motifs more radiant look bright and arise from ordinary Sasirangan fabric. But the lack of public knowledge about Sasirangan Bordir Banjarbaru, make the local community or tourists who are visiting because the promotion has not done quite optimally. This causes the marketing and sales of Sasirangan Bordir Banjarbaru has not met the target. In data collection, the method used is visual observation, interview, cytosioner and literature study. Then the data is analyzed by using comparison matrix. In this study can be concluded that the design of visual identity and packaging is needed so that people and tourists know the existence of the product as well as do the appropriate campaign and the right target. The results of this design are focused on ethnic elements and product innovations that are visualized with current visual and design trends into the media including, logos, business cards, packaging, brochures, e-flyers, banners, neonboxes, webbanners, signage, signage , Media table info, print ads, social media and websites. With the results of this design is able to help the DEKRANASDA as developers and facilitators create a visual identity, packaging and promotion to increase sales Sasirangan Banjarbaru and awareness of brands of people and tourists.

Keywords : Sasirangan Bordir Banjarbaru, traditional special cloth, visual identity, packaging, promotion