

DESIGNING VISUAL IDENTITY AND MEDIA PROMOTION RUMAH YATIM FOR INCREASING INDONESIA'S SOCIETY REALIZATION TO DONATE (ZAKAT)

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Abstract

Children are the investment of a nation's future generation. The main factor of the succeeded nation is caused by it's young generation, which can be seen from their children condition. Therefore, it is a must that all children have their rights to get a quality education adapted to their needs, so does the orphans. They are also the valuable assets of a country that has to empowered, treated and educated in order to have more self-valuable. Rumah Yatim is a national-level social institution that professionally increasing the quality of human index development and to be known as reputable social institution that focus in empowering the orphans in Indonesia through programs that are integrated in one main purpose which is receiving, administrating and distributing zakat from Muzakki (donors) to Mustahik (Receiver). However, the several programs that have been created by Rumah Yatim has not been informed effectively to the prospective donors as their target audience, as well also the inconsistency of visual identity system of Rumah Yatim, that makes the target audience are difficult to distinguish the official visual identity of Rumah Yatim. In purpose the soul and image of Rumah Yatim will increasing strongly as the leading of the social institution in Indonesia. The data collecting method are using observation, interviews, literature studies and questionnaire. The analysis techniques are used by matrix and SWOT analysis. Therefore it is necessary to make a brand guidelines to strenghten their visual identity and Rumah Yatim also needs to have an effective and efficient media promotion. After that, the results will be implemented through the consistent visual identity and the effective and efficient media promotion of Rumah Yatim in order to increase the awareness of Indonesian muslim society on comitting their responsibility to donate (zakat).

Keywords: Orphans, Rumah Yatim, Visual Identity, Promotion Media