

## **ABSTRACT**

### **REDESIGN VISUAL IDENTITY AND USER INTERFACE OF BABANEWS.CO**

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In the modern era, technology is growing in our everyday environment. Because with the help of technology all things will become easier. One of the most significant technological developments in everyday life is the internet. In this case the online news media is one of the containers related to the internet, one of the media needed by all circles, in order to obtain information to lead a social life. With the help of increasingly sophisticated Internet technology, people can easily get information and communication wherever and whenever they are. Babanews.co is one of the many online news media that presents humorous (funny) viral news. Constraints faced by babanews.co is a visual identity that is difficult to apply to various media and visual identity is still not describe the character of the company, as well as the presentation of visual elements in the user interface is still not interesting. One of the efforts to make the company babanews.co have an identity that can represent the character of the company is done redesign the visual identity in the form of company logo along with user interface on digital media, such as smartphone application and website. The goal is to see a visual identity in the form of logo babanews.co that can describe the humorous character of the company and can be easily when the application in the media in need of smartphone applications and websites. The data obtained by using observation method, literature study, interview of resource person, and distributing questionnaires to the target respondents from babanews.co that is adolescent until adult. Then obtained an idea that underlies the design, then made the analysis using a comparison matrix with similar Competitors. From the results of the analysis conclusion that obtained a concept for redesigning the visual identity and user interface babanews.co.

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