

ABSTRACT
VISUAL IDENTITY AND THE PROMOTION DESIGN
FOR BANDUNG FOOD WALK FESTIVAL AS ONE OF THE EVENTS
SERIES THE MILANGKALA BANDUNG FESTIVALS 2016

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Bandung Food Walk Festival (BFWF) is one of the annual event series on Milangkala Bandung Festivals, in order to celebrate the anniversary of Bandung City which is held by the government of Bandung City. In the previous years, Milangkala Bandung Festivals had some series of events which presented one of them is Bandung Light Festival which became the main event and also the top closing event on the HJKB celebration. This year the event BFWF will be presenting the traditional culinary which modern packaging and many other entertainment which can be enjoyed by visitors. Therefore, to support and succeed the BFWF events of 206th Bandung City anniversary, visual identity and promotional design are needed.

The methods used to collect the data in this research are observations, interviews, the study of the literature, and questionnaires. The data derived from the data collections will be analyzed then the conclusion will be gained. The result is a design for the visual identity and the promotions of BFWF event which right on target and in accordance with the message. The visual identity created is the logo of the event, which will be applied to every media of promotion. The media of promotion that will be used are printed media, outdoor media, and social media.

It is expected that these design can help the progress of the annual event in order to celebrate the 206th Bandung City anniversary to succeed and increase the quality of BFWF.

Keyword: Visual Identity, Promotion, BFWF event, Milangkala Bandung Festivals, HJKB.