

ABSTRACT
VISUAL IDENTITY AND PROMOTION MEDIA
OF ILHAM BAHARI

By :

ANJANI MAHARDHIKA FAWENINGTYAS

1401130507

Ilham Bahari is a fashion bussiness by Muhammad Bilal that has stood in 2012. This business producing mens and womenwear, handbags, wallets, and other fashion items that using the original silk. In the course of its business, Ilham Bahari hasn't powerful and hasn't been recognized by consumer in large country. Beside that Ilham Bahari also hasn't made promotional campaign so his business is less developed. This final task is aim to increased brand awareness and sales of Ilham Bahari. Relating that, then do visual identity and promotional media design. Method that used for this task is Observation, interview, documentation, questionnaire and comparison matrix analysis and SWOT. Based on the analysis the segmentation of Ilham Bahari is the upper middle class and upper class, the strategy used is to create a visual identity and promotion such as Stationery, Web Banner, Brochure, Social Media and Website. This is expected to strengthen brand Ilham Bahari and preserve Palembang songket as Indonesian culture.

Key Word : Visual Identity, Promotion Media, Songket, Ilham Bahari