

ABSTRACT

Harinsa Property is a property development based in the Greater Jakarta area. Harinsa Property decided to change its more exclusive target market to the millennial and lower middle market. There are several factors that influence these market changes, including the declining national economic situation and the effects of the COVID-19 pandemic, which has forced buyers to allocate their income to more urgent matters. So Harinsa Property feels the need to redesign its overall visual identity due to changes in Harinsa Property's target market. The current visual identity does not reflect the company's vision & mission, resulting in a lack of consumer confidence in home products from Harinsa Property. Therefore, the sale of Harinsa Property does not yet exist. The main method that will be used is a combination of qualitative and quantitative with the addition of data collection from this design, namely interviews, questionnaires, and literature studies. Then the analysis will be carried out through SWOT analysis, matrix, and questionnaire data to obtain conclusions from the data that has been analyzed. The design results obtained from this study are used to improve and strengthen Harinsa Property's visual identity so that it can create a separate company image that is different from other companies and can create better promotional media than before to increase buying interest, trust and brand awareness so that Harinsa Property is more attractive. known again by the public, especially the millennial generation in their field. So that the sustainability of the company's performance and also the welfare of the surrounding community can run smoothly.

Keywords: Property, Visual Identity, Promotion, and Brand Awareness.