

ABSTRACT

VISUAL BRAND COMMUNICATION DESIGN OF THE FINANCE AND DEVELOPMENT SUPERVISORY AGENCY (BPKP)

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Government institutions in Indonesia must engage in reputation management to build public trust. Public awareness is required for the reputation management process. Badan Pengawasan Keuangan dan Pembangunan (BPKP), also known as Indonesia's National Government Internal Auditor, is a government institution that operates in the field of supervision and also serves as the President's internal auditor. The institution plays a significant role in the administration of government, but its existence and duties, functions, and performances have not been widely known to the public until now. In light of the significance of BPKP to government implementation, it is essential to raise public awareness of the program through branding. Up to this point, visual identity elements have not been adequate to support the branding process that has been implemented. The employed communication strategy continues to reference the conventional model. Through data collection based on observations, interviews, questionnaires, and literature reviews, visual brand communication solutions will be developed to assist the institution in maximizing its existing branding.

Keywords: Government Agencies, Branding, Visual Brand Communication.