

ABSTRACT

Telkom Data Science Chapter (DSC) is a data team under the Telkom Directorate of Digital Business (DDB). Telkom DSC formed an Instagram account with the aim of corporate branding. However, there are obstacles faced, namely the lack of awareness of Telkom DSC which can be seen from the engagement on Instagram social media. Therefore, the purpose of this design is to design the Minci mascot as an identity that represents the characteristics of Telkom DSC and to design a character that can attract the attention of the audience so that it is easy to remember and recognize. The methods used in this design are observation, questionnaires, interviews and literature study as well as data analysis using SWOT analysis and comparison matrix. The benefit of this design is that Telkom DSC can apply this mascot as an identity that is used as a promotion as well as a means of communication with the audience and scientific references in the field of design.

Keywords: mascot, identity, Telkom DSC, social media