

ABSTRACT

BRAND COMMUNICATION MEDIA DESIGN

THROUGH THE DESIGN STRATEGY OF CV INSAN NUSANTARA

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The field of marketing is one of the important fields in the world's economy. Marketing that is done correctly will have a positive impact on business owners. CV Insan Nusantara is a company engaged in marketing which has been operating in the City of Bandung since 2019. CV Insan Nusantara was established to carry out marketing of processed products from students which were then introduced to the global market. The introduction of products processed by santri certainly requires the right brand communication to describe their products so that the target market can find out what advantages they get when buying products from CV Insan Nusantara. The data in the design were obtained through interview data collection methods, observation, and library research. Then the data is analyzed with the theory of design strategy and visual communication design so as to produce outputs in the form of design strategies, visual identity, and communication media to help CV Insan Nusantara grow as a brand.

Keywords : Design, Design Strategy, Brand Communication, CV Insan Nusantara.