

ABSTRACT

REDESIGNING THE VISUAL IDENTITY AND PROMOTIONAL MEDIA OF AMSA SILK ATELIER IN GARUT REGENCY

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Amsa Silk Atelier is one of the companies that produces silk fabric, established since 2001 in Garut, West Java. Over the course of two decades, it has experienced rapid development, but subsequently faced a drastic decline. This was due to the emergence of similar competitors who were more aggressive in promoting their products. Consequently, Amsa Silk Atelier began to revamp and restructure its brand identity to reposition its products for better recognition among the general public. This research employs a design methodology involving data collection through observations, interviews, questionnaires, literature review, and data analysis using SWOT and comparative matrices. The aim is to achieve a redesign of the visual identity and promotional media that are appropriate and effective.

Keyword: Visual Identity, Promotional Media, Silk Fabric, Amsa Silk Ate