

## **ABSTRACT**

### IMPLEMENTATION OF DESIGN STRATEGY IN MEDIA BRAND IDENTITY DESIGN OF CV INSAN NUSANTARA

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**Abstract:** *Export is one of the factors in increasing a country's economic growth. Various companies sell and introduce their country's products using the export method, one of which is CV Insan Nusantara. To compete with its competitors, CV Insan Nusantara does not yet have a strong enough brand identity to carry the company's brand name so that it can be recognized in its target market. Therefore, a design system is needed that is in accordance with the business strategy to create a brand character. Data collection methods used in this design are interviews and observation, as well as secondary methods such as the literature study method. By carrying out a design strategy in forming a visual brand identity, it can be concluded that this design can help increase brand awareness and can also be implemented in online, print and promotional media.*

**Keywords:** *Design Strategy, Brand Identity, Business to Business, CV Insan Nusantara.*