

ABSTRACT

DESIGN STRATEGY FORMULATION AND BRAND COMMUNICATION DESIGN FOR AN-NAHL STUDY CLUB

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Education is an important aspect in the formation of strong individuals and communities. Education can be divided into three categories: formal, informal, and non-formal. One example of non-formal education is tutoring, which is now widely found in various regions. The emergence of various tutoring programs has become a challenge for organizers to compete and become the most superior institution. This phenomenon is found in big cities, one of which is Tasikmalaya City. Study Club An-Nahl as one of the tutoring providers faces challenges in completing and improving awareness to reach more students. Apart from that, the design system that is owned does not yet have a character brand which can show the identity of the An-Nahl Study Club. Data obtained from research methods were obtained from interviews, observations, questionnaires and literature studies which were used to identify problems and analyzed using design strategy theory and visual communication design theory. To then produce an effective strategy that can help the development of the An-Nahl Study Club, as well as produce results output visual in the form of an identity design visual forma super grafis until stationery, creating design systems, and also media brand communication online and offline like x-banner, flyer, brochures, banners, and on online media, namely feeds and story Instagram, website creation, and also creation headline newsletter. All of this is designed with the hope of improving awareness and engagement towards Study Club An-Nahl.

Keywords: Non-Formal Education, Design Strategy, Visual Identity