

## **ABSTRACT**

### **FORMULATION AND VISUALIZATION OF DESIGN STRATEGY AND ITS IMPLEMENTATION ON AR BEAUTY SALON VISUAL MEDIA**

By : Dwi Anniesa Fikurrahma

1601204123

Technology, the beauty industry, and Indonesian culture all follow the development of beauty standards. This has an impact on how beauty standards are shaped. AR Beauty Salon is currently facing difficulties in developing its brand identity. By using a design strategy approach, this research aims to help the process of brand identity development and its implementation in the design of AR Beauty Salon's visual media. Data was collected through observation, interviews, questionnaires, and literature research. Then, the data is analyzed using target audience data analysis, comparison matrix analysis, internal analysis, external analysis, and SWOT analysis. In this process, topics such as design strategy, design media, and visual communication design are also discussed. The results of this research are expected to help the salon develop infrastructure and optimize its promotional media. This research is descriptive and qualitative in nature. The study of this topic helps understand how to design visual media by using the right design strategy to achieve the set goals and is expected to help solve the current problem.

**Keywords:** Design Strategy, Media Design, Visual Communication Design, Beauty Salon.