

ABSTRACT

VISUALIZATION OF DESIGN STRATEGY FOR SMK TARUNA KARYA MANDIRI

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Education is the basis of a country's progress, education is the foundation of hope for improving the quality of human resources. SMK is a formal education unit that provides vocational education at the secondary education level and prepares students primarily to work in certain fields. There are still many schools that are unable to develop and lose competitiveness with other schools, making several schools in Karawang Regency have few students. This is due to the lack of ineffective promotional activities, stronger competition, not being able to develop and adapt to the market, and others, this is also a problem being experienced by SMK Taruna Karya Mandiri. There is no proper design system and promotional activities for SMK Taruna Karya Mandiri. The data obtained for this research are observation, interviews, questionnaires, and bibliography to identify problems and will be analyzed through design strategies and visual communication design that will produce a visual identity and appropriate media for SMK Taruna Karya Mandiri to solve its problems.

Keywords: *Education, Design Strategy, Visual Communication Design, Visual Identity*