

Perancangan Corporate Identity Warung Makan Ayam Goreng/ Bakar Kalasan `Bu Kis` di Kudus.

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ABSTRAK

Warung Makan Ayam Goreng/ Bakar Kalasan `Bu Kis` merupakan perusahaan yang bergerak dibidang kuliner dan terkenal di area Kota Kudus dan sekitarnya. Namun, karena seiring bertambahnya waktu semakin banyak pula perusahaan kuliner sejenis bermunculan. Dikarenakan semakin banyaknya kompetitor yang memiliki identitas visual yang hampir sama, maka perlu dirancang sebuah Corporate Identity agar dapat memberikan citra dan image bagi Warung Makan Ayam Goreng/ Bakar Kalasan `Bu Kis`. Penulis melakukan analisa 5W+1H, analisa semiotika, menyebar angket dan brainstorming untuk mendapatkan kata kunci untuk merancang logo perusahaan. Kata kunci yang didapat yaitu Ayam, Goreng, Hangat, Asap, Sederhana, Nafsu Makan, Penyajian, Pita, Elips, Circle dan Analogus. Logo perusahaan diaplikasikan pada identitas visual (spanduk), stationary (seragam, kartu nama, nota pembelian), packaging (kantong plastik, kardus), merchandise (sticker, piring, gelas, mug, kalender), akun media sosial (BBM, Instagram) media promosi (branding car), dan GSM (Grafik Standar Manual). Penulis memilih media tersebut dikarenakan Warung Makan Ayam Goreng/ Bakar Kalasan `Bu Kis` memiliki banyak pelanggan sehingga mudah untuk memperkenalkan identitas perusahaan yang telah dirancang kepada masyarakat.

Kata Kunci : Perancangan, Corporate Identity, Kuliner, Ayam Goreng Kalasan.

Design of Corporate Identity For Warung Makan Ayam Goreng/ Bakar Kalasan `Bu Kis` in Kudus.

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ABSTRACT

Warung Makan Ayam Goreng / Bakar Kalasan "Bu Kis" is a company engaged in culinary and is well known in the city of Kudus and surrounding areas. However, because with increasing time more and more also a kind of culinary companies have sprung up. Due to the increasing number of competitors who have a visual identity that is almost the same, it is necessary to design a corporate identity in order to provide the image and the image for the Warung Makan Ayam Goreng / Bakar Kalasan "Bu Kis. The author analyzes 5W + 1H, semiotic analysis, spreading questionnaires and brainstorming to get a keyword to design the company's logo. Keywords obtained namely Chicken, Fried, Warm, Smoke, Simple, Appetite, Presentation, Ribbon, Ellipse, Circle and Analogues. The company logo was applied to the visual identity (banners), stationary (uniforms, business cards, purchase orders), packaging (plastic, cardboard), merchandise (stickers, plates, cups, mugs, calendars), social media accounts (BBM, Instagram) media promotion (branding car), and GSM (Graphics Standards Manual). The author chooses the media because Warung Makan Ayam Goreng/ Bakar Kalasan "Bu Kis" has a lot of customers so it is easy to introduce a corporate identity has been designed to the public.

Keyword : Design, Corporate Identity, Culinary, Ayam Goreng Kalasan.