

## **PERANCANGAN ULANG CORPORATE IDENTITY TOKO BANGUNAN DAN MEBEL EB DI UNGARAN**

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### **ABSTRAK**

Toko Bangunan EB merupakan perusahaan yang berlokasi di daerah Ungaran. Toko Bangunan EB menyediakan material bangunan dan juga mebel. Perusahaan sudah memiliki corporate identity tetapi belum konsisten pada semua media. Sehingga perlu adanya perancangan ulang corporate identity agar sesuai dengan citra dan visi misi Toko Bangunan EB. Pada perancangan ulang corporate identity ini menggunakan metode penelitian kualitatif dan kuantitatif dengan metode pengumpulan data yaitu wawancara, observasi, dokumentasi, dan menyebar angket lalu dianalisis dengan menggunakan metode deskriptif kualitatif. Perancangan ulang corporate identity berdasarkan pada hasil analisis data yaitu merancang corporate identity yang dapat menampilkan citra yang sesuai dengan visi dan misi Toko Bangunan EB. Konsep desain yang dihasilkan yaitu sederhana, konsep tersebut menjadi dasar perancangan corporate identity. Hasil dari perancangan meliputi pembuatan logo, stationary, dan merchendaise.

Kata Kunci : Corporate Identity, Redesain, TB Eka Busana, Logo

## **REDESIGN OF CORPORATE IDENTITY FOR EB FURNITURE AND MATERIAL STORE UNGARAN**

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### **ABSTRACT**

EB building of the store is a company located in Ungaran. Shop building of EB provides building materials and furniture. Company's own corporate identity but have not been consistent in all media. So it is necessary to redesign the corporate identity to fit the image and vision of building EB Stores. In this corporate identity redesign using qualitative and quantitative research methods with methods of data collection are interviews, observation, documentation, and spread out the questionnaire and analyzed using a qualitative descriptive method. Redesign corporate identity based on the results of data analysis that are designing a corporate identity that can display images in accordance with the vision and mission of building of EB. Concept Store the resulting design is simple, the concept becomes the basis for designing corporate identity. The results of the design include the creation of a logo, stationery, and merchandise

Keyword : Corporate identity, Redesign, Toko Bangunan EB, Logo