

PERANCANGAN ULANG CORPORATE IDENTITY PERUSAHAAN MEBEL "UD BERDIKARI" SEMARANG

GIGIH PRADITA MAHMUD

(Pembimbing : Edy Mulyanto, SSi, M.Kom, Toto Haryadi, M.Ds)

Desain Komunikasi Visual - S1, FIK, Universitas Dian

Nuswantoro

www.dinus.ac.id

Email : 114201201397@mhs.dinus.ac.id

ABSTRAK

Perusahaan Mebel "UD. BERDIKARI" merupakan perusahaan yang bergerak dibidang mebel dan berlokasi di area Semarang. Namun, karena adanya perubahan bidang usaha dan visi " misi. Logo, dan Corporate yang dimiliki perusahaan saat ini belum dapat merepresentasikan hal diatas, selain itu logo yang dimiliki perusahaan saat ini belum dapat memenuhi prinsip " prinsip teori tentang logo yang sesuai, maka perlu dirancang ulang sebuah Corporate Identity agar dapat mencapai sesuai visi " misi baru Perusahaan Mebel "UD. BERDIKARI". Didalam penelitian ini, penulis menggunakan metode deskriptif kualitatif dan kuantitatif, yang menggunakan analisa deskriptif teori logo Frank Jefkins sebagai analisa pemecah masalah perusahaan, dan menghitung hasil dari penyebaran angket yang dimaksimalkan menggunakan analisa Brainstorming untuk mendapatkan kata kunci yang digunakan dalam perancangan logo atau konsep awal dalam perancangan Corporate Identity. Kata kunci yang didapat yaitu Logo Campuran, Gambar Kursi dan Rumah, Nama Lengkap, Sans Serif, Simetris, Distorsi, dan Analogus. Logo perusahaan diaplikasikan pada identitas visual (neon box), stationary (nota, stempel, kop surat, amplop, label produk, dan kartu nama), seragam karyawan, merchandise (sticker, jam dinding, kalender), media promosi (branding truk), akun media sosial (BBM, Instagram), dan GSM (Grafik Standar Manual). Berdasarkan kesimpulan, penulis memilih media tersebut dikarenakan ingin memperkenalkan identitas dan Corporate Perusahaan Mebel "UD. BERDIKARI" yang telah dirancang yang dapat merepresentasikan citra sesuai visi " misi baru kepada masyarakat, yang berfungsi sebagai pembeda antar perusahaan serupa dan sebagai media promosi secara tidak langsung.

Kata Kunci : Perancangan, Corporate Identity, Mebel, BERDIKARI.

CORPORATE IDENTITY REDESIGN FOR FURNITURE COMPANY OF "UD BERDIKARI" SEMARANG

GIGIH PRADITA MAHMUD

(Lecturer : Edy Mulyanto, SSi, M.Kom, Toto Haryadi, M.Ds)

Bachelor of Visual Communication Design - S1, Faculty of

Computer Science, DINUS University

www.dinus.ac.id

Email : 114201201397@mhs.dinus.ac.id

ABSTRACT

Furniture Company "UD. BERDIKARI" is a company engaged in the furniture and located in the area of Semarang. However, due to changes in business and vision "mission. Logo, and Corporate owned by the company currently can not represent the above, in addition to the company's current logo has not been able to meet the principles of the theory of the appropriate logo, it needs to be designed Repeated a Corporate Identity in order to achieve the new vision - mission of Furniture Company "UD. BERDIKARI". In this study, the authors used qualitative and quantitative descriptive methods, which used the descriptive analysis of Frank Jefkins logo theoretical as a firm-fixing analyst, and calculated the results of maximized questionnaires using Brainstorming analysis to obtain the keywords used in the initial logo or concept design in Designing Corporate Identity. Keywords obtained are Mixed Logo, Picture Chair and House, Full Name, Sans Serif, Symmetrical, Distortion, and Analogue. Company logo is applied to visual identity (neon box), stationery (note, stamp, letterhead, envelope, product label and business card), employee uniform, merchandise (sticker, wall clock, calendar), media promotion (branding truck) Social media accounts (BBM, Instagram), and GSM (Manual Standard Chart). Based on coclusions, the author chose the media because it wanted to introduce the identity and Corporate Furniture Company "UD. BERDIKARI" that has been designed that can represent the image in accordance with the vision - a new mission to the community, which serves as a differentiator between similar companies and as an indirect promotional media.

Keyword : Design, Corporate Identity, Furniture, BERDIKARI.