

**PERANCANGAN VISUAL BRANDING EDMIKA SARI OMAH MANTEN
DI SEMARANG SEBAGAI SANGGAR DAN WEDDING ORGANIZER
TRADISIONAL**

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ABSTRAK

Perkembangan sanggar dan wedding organizer saat ini mengalami pertumbuhan yang sangat pesat dari segi industri jasa wedding organizer terutama di Indonesia, karena wedding organizer sekarang ini telah menjadi tren. Edmika Sari Omah Manten adalah salah satu jasa tatanan rias dan busana pengantin yang memiliki identitas logo yang belum konsisten dalam penerapan identitas logo ke berbagai media visual. Berdasarkan permasalahan yang didapat, maka diperlukan adanya perancangan visual branding Edmika Sari Omah Manten di Semarang sebagai Sanggar tata rias dan Wedding Organizer dengan membuat logo yang konsisten dan penerapan logo pada media visualnya dengan maksud memperbaiki image sanggar dan wedding organizer tersebut. Menggunakan metode kualitatif dengan memperoleh data melalui wawancara, observasi, dan dokumentasi, menggunakan analisis SWOT dan brainstorming. Konsep identitas logo dihasilkan berupa tradisional, klasik, simple, dengan menggunakan warna-warna vintage sehingga memberikan kesan bahwa perusahaan tersebut memberikan konsep pernikahan secara adat tradisional..

Kata Kunci : Edmika Sari Omah Manten, Tradisional, wedding organizer, sanggar pegantin.

DESIGN OF VISUAL BRANDING OF EDMIKA SARI OMAH MANTEN IN SEMARANG AS STUDIO AND TRADITIONAL WEDDING ORGANIZER

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ABSTRACT

The development of studio and wedding organizer is currently experiencing a very rapid growth in terms of service industry, especially wedding organizer in Indonesia, because the wedding organizer has now become a trend. Edmika Sari Omah Manten is one of the services of dress and bridal fashion that has a logo identity that has not been consistent in the application of logo identity to various visual medias. Based on the problems obtained, it is necessary to design a visual branding for Edmika Sari Omah Manten in Semarang as a Studio of Makeup and Wedding Organizer by creating a consistent logo and application of the logo on the visual media with the intention of improving the image of the studio and wedding organizer. Qualitative methods is used by obtaining data through interviews, observation, and documentation, and using SWOT and brainstorming analysis. The concept of logo identity is produced in the form of traditional, classic, simple, using vintage colors so as to give the impression that the company is giving the concept of traditional wedding.

Keyword : Bridal Studio, Edmika Sari Omah Manten, Traditional, wedding organizer