

ABSTRAK

“PERANCANGAN BRAND IDENTITY DAN MEDIA PROMOSI MAINAN EDUKASI CHOMP”

CHOMP merupakan merupakan mainan 2D *puzzle* berbahan dasar kayu yang didesain untuk mengajarkan anak-anak mengenai rantai makanan dasar. Bisnis ini berdiri sejak Agustus 2019. Pada awal perancangan produknya masih berupa *prototype* 3D *magnetic puzzle*. Namun karena keterbatasan sumber daya manusia untuk proses produksi, saat ini produk yang dibuat hanya berfokus pada 2D *puzzle* mengenai edukasi rantai makanan. Sebagai *brand* yang masih tergolong baru, CHOMP belum memiliki *brand identity* yang dapat merepresentasikan citra produk, karena itulah dibutuhkan perancangan *brand identity* untuk memperkuat diferensiasi *brand* serta menghadapi persaingan kebutuhan mainan edukasi yang semakin bervariasi. Batasan perancangan pada penelitian ini menggunakan keilmuan Desain Komunikasi Visual yaitu *brand identity* dan *branding*. Metode penelitian pada perancangan ini menggunakan metode kualitatif, yaitu melalui wawancara terhadap *expert* dan *extreme user* sebagai narasumber serta kajian studi pustaka literatur. Hasil akhir yang diharapkan dari perancangan ini adalah *brand concept*, *brand idea and strategy*, *Graphic Standart Manual*, dan *brand marketing application*. *Brand concept* berisi keseluruhan konsep mengenai brand CHOMP, produk yang dibuat, target market serta *Unique Selling Proportion* yang ditawarkan. *Brand idea and strategy* berisi *brand visual*, *verbal*, *brand attributes* sebagai *positioning* brand CHOMP. *Graphic Standart Manual* berisi penjelasan seluruh *brand identity assets* (*logo*, *color*, *typeface*, *dst*) serta penjelasan mengenai batasan penggunaan *brand identity assets* pada media. *Brand marketing application* berisi pengaplikasian *brand identity* pada media, serta seleksi pemilihan media promosi yang digunakan.

Kata kunci: *brand identity*, *branding*, promosi dan *marketing*.

ABSTRACT

“DESIGNING BRAND IDENTITY AND PROMOTIONAL MEDIA CHOMP EDUCATION TOYS”

CHOMP is a 2D wooden puzzle toy designed to teach children about the basic food chain. This business was founded in August 2019. At the beginning of the design of the product is still a prototype of 3D magnetic puzzle. However, due to limited human resources for the production process, currently the products are only focused on 2D puzzles about food chain education. As a brand that is still relatively new, CHOMP does not yet have a brand identity that can represent the image of the product, which is why brand identity design is needed to strengthen brand differentiation and to face increasingly varied competition for educational toys. The limitation of design in this study uses the science of Visual Communication Design, namely brand identity and branding. The research method in this design uses a qualitative method, namely through interviews with experts and extreme users as resource persons as well as literature study

studies. The final results expected from this design are brand concept, brand idea and strategy, Graphic Standards Manual, and brand marketing application. The brand concept contains the entire concept of the CHOMP brand, the products made, the target market and the Unique Selling Proportion offered. Brand ideas and strategies contain visual, verbal, brand attributes as CHOMP brand positioning. The Graphic Standards Manual contains an explanation of all brand identity assets (logo, color, typeface, etc.) as well as an explanation of the limitations of using brand identity assets on the media. Brand marketing application contains the application of brand identity in the media, as well as the selection of promotional media used.

Keywords: *brand identity, branding, promotion and marketing.*

