

ABSTRAK

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PERANCANGAN IDENTITAS VISUAL DOM ART CAKE DECORATION

Dom Art Cake Decoration merupakan anak perusahaan baru dari Dian Mas Cake Decoration. Dom Art Cake Decoration adalah usaha *cake* ulang tahun dan pernikahan di Kota Semarang yang berfokus pada *customize cake* dan kualitas rasa *cake* sehingga *cake* yang dihasilkan memiliki rasa yang enak. Cake yang dibuat oleh Dom Art Cake Decoration adalah anak perusahaan baru yang belum memiliki identitas visual yang dapat memperkenalkan usahanya kepada masyarakat. Sasaran *target audience* Dom Art Cake Decoration ditujukan kepada pria dan wanita generasi milenial yang lahir pada tahun 1990 - 1995 dengan kelas ekonomi menengah ke atas.

Metode perancangan identitas visual melalui 6 tahap, yaitu : pengumpulan data, analisa data pembentukan strategi, konsep perancangan, eksekusi manual, dan eksekusi digital. Pengumpulan data dilakukan dengan wawancara, survei kepada 102 responden, dan studi pustaka yang dilakukan melalui internet. Perancangan identitas visual Dom Art Cake Decoration disesuaikan dengan konsep, *target audience*, visi misi dan ciri khas perusahaan agar dapat membangun citra khas

perusahaan agar dapat membangun citra perusahaan di tengah masyarakat. Media yang dirancang berupa logo, *Graphic Standard Manual*, dan media pemasaran. Desain identitas visual mengacu pada konsep cake decoration yang memiliki hal kreativitas, inovasi, dan detail. Hasil identitas visual memiliki unsur elegan dan dinamis.

Kata Kunci : *cake, customize*, identitas visual, elegan, dinamis, pria, dan wanita

ABSTRACT

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VISUAL IDENTITY DESIGN OF DOM ART CAKE DECORATION

Dom Art Cake Decoration is a new subsidiary of Dian Mas Cake Decoration. Dom Art Cake Decoration is a birthday and wedding cake business in Semarang that focuses on customize cake and cake taste quality so that the resulting cake has a good taste. Dom Art Cake Decoration is a new subsidiary that does not yet have a visual identity that can introduce its business to the community. The target audience of Dom Art Cake Decoration is aimed at the men and women of the millennial generation born in 1990 - 1995 with the upper middle class.

Methodology of visual identity design through 6 stages, namely: data collection, data analysis of strategy formation, design concepts, manual execution, and digital execution. Data collection was conducted with interviews, surveys to 102 respondents, and literature studies through the Internet. The design of the visual identity of Dom Art Cake Decoration is tailored to the concept, target audience, vision of the company's mission and characteristics in order to build the company's image in the community. Media designed in the form of logos, Graphic Standard

Manuals, and marketing media. The design of visual identity refers to the concept of cake decoration that has a thing of creativity, innovation, and detail. Visual identity results have an elegant and dynamic element.

Keywords : *cake, customize, visual identity, elegant, dynamic, men, and women*