

ABSTRAK

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PERANCANGAN ULANG IDENTITAS VISUAL SATURDAY LOOKS

(xiv + 94 halaman: 87 gambar; 11 tabel; 3 lampiran)

Pada masa kini, industri perawatan wajah di Indonesia sangat berkembang, tercatat berdasarkan BPOM, 5 tahun terakhir terdapat peningkatan drastis dalam jumlah produk kosmetik yang beredar di Indonesia. Saturday Looks adalah merek lokal yang bergerak di bidang perawatan wajah yang sudah bersertifikasi BPOM sehingga aman bagi kulit dengan target market wanita berusia 15-20 tahun dan kelas ekonomi menengah. Berdasarkan hasil pengumpulan data dari studi pustaka, observasi, dan wawancara dengan pemiliknya, identitas visual yang dimiliki sekarang belum konsisten dan tidak mencerminkan kesan *fun & youthful* yang ingin dicapai oleh merek.

Perancangan ini berlandaskan buku Alina Wheeler (2012,116-208) bertujuan untuk merancang ulang identitas visual yang lebih mencerminkan *image fun & youthful* yang ingin dibangun Saturday Looks. Melalui proses eksplorasi, didapat kata kunci *youthful, enchanting, dan bubbly* yang menghasilkan identitas visual berupa logo, warna, tipografi, elemen visual, serta aplikasinya dalam *stationery* perusahaan, kemasan produk, kemasan pengiriman, dan sosial media Instagram. Berdasarkan perancangan yang telah dilakukan, identitas visual yang baru memiliki sistem yang konsisten dan lebih mudah dikenali oleh konsumen.

Referensi: 28 (2000-2023)

Kata kunci: Desain Grafis, Identitas Visual, *Brand, Skincare, Visual Rebranding*

ABSTRACT

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REDESIGN OF SATUDAY LOOKS' VISUAL IDENTITY

(xiv + 94 pages: 87 figures; 11 tables; 3 appendices)

Facial care industry is currently developing fast in Indonesia, according to the Indonesian Food and Drug Authority, there has been a drastic increase in the number of cosmetics products circulating in Indonesia in the last 5 years. Saturday Looks is a local brand that focus on facial care that has been certified by the Indonesian Food and Drug Authority so it is ensured safe for the skin with a target market of women aged 15-20 years in the middle economic class. Based on the results of data collection from literature studies, observations, and interviews with the owner, the current visual identity is not consistent and doesn't reflect the fun & youthful image that the brand wants to achieve.

This redesign project is based on Alina Wheeler (2012,116-208) with the aim of redesigning the visual identity to reflect the fun & youthful image that Saturday Looks wants to build. Through the exploration process, the keywords youthful, enchanting, and bubbly were obtained which produced a visual identity in the form of logo, colors, typography, visual elements, and the application in their company's stationery, product packaging, shipping packaging, and promotional media. Based on the redesign project, the new visual identity has a consistent system and easier for consumers to recognize the brand.

References: 28 (2000-2023)

Keywords: Graphic Design, Visual Identity, Brand, Skincare, Visual Rebranding