

Peran warna pencahayaan sebagai branding klub malam = The role of color on lighting in nightclub branding

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Abstrak

Ketika manusia mendengar kata “Klub Malam” manusia membayangkan tempat hiburan bagi orang dewasa. Banyaknya peminat klub malam menjadikan klub malam sebagai tempat bersaing dalam komersil. Sehingga setiap klub malam akan berusaha memberikan kualitas yang terbaik.

Pada skripsi ini saya mencoba mencari tahu bagaimana suatu klub malam mengkomunikasikan branding. Apakah pencahayaan dan warna pencahayaan dapat mengidentifikasi konsep branding klub malam sehingga memberikan pengunjung klub pengalaman ruang yang berbeda dari yang lain?

Skripsi ini membahas dua jenis klub yang berbeda yaitu dance club dan live music dance club. Dari dua jenis klub malam yang berbeda, penulis dapat menganalisis persamaan dan perbedaan ruang yang diciptakan pada klub malam. <hr>

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In this thesis, author would like to determine how a nightclub communicate its branding, and whether lighting and lighting colors could identify this concept of branding that would create a different and unique experience for customers while at the same time distinguishing it from its competitors. This thesis examines two different types of nightclubs: dance club and live music dance club. From these two types of nightclubs, author would like to analyze the similarity and differences that are created by the two nightclubs. ;When we hear the term ‘nightclub’, we automatically assume an entertainment venue for adults. The high number of nightclub’s enthusiasts makes it a very competitive commercial zone, where every nightclub would put a huge effort in giving the best quality of services.

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