

The Impact of visual identity of a company towards its corporate branding. a case study of PT. Angkasa Pura II logo = Pengaruh identitas visual perusahaan terhadap corporate branding. studi kasus: logo PT. Angkasa Pura II

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Abstrak

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Branding pada dasarnya penting dalam pengembangan hari ini terhadap bisnis dan perusahaan. Logo visual atau elemen identitas menciptakan identitas terhadap perusahaan itu sendiri. Perkembangan logo menuju waktu telah berhasil menggabungkan visual melalui keseluruhan merek perusahaan. Dengan demikian, merek sendiri adalah cara lain untuk mengkomunikasikan kepribadian, layanan, atau visi dan misi mereka kepada pelanggan mereka. Penelitian ini akan membahas terutama bagaimana logo membentuk brand dari sebuah perusahaan melalui studi kasus PT. Angkasa Pura II.

ABSTRACT

Branding is essentially important in today's development towards businesses and company. The visual logo or identity elements created an identity towards the company itself. The development of logo towards time has successfully incorporated the visual through its overall branding of the company. Thus, branding itself is another way to communicate their personality, services, or vision and mission to their customers. This research will discuss mainly about how logo makes up a branding of a company through a case study of PT. Angkasa Pura II.