Abstract

The objectives after going through all the process, the writer find out that this project creating an understanding about existing problems from the project. And it will become lesson and knowledge for the writer in the future.

The writer used two type of research methodology in order to collecting data mining, which are qualitative and quantitative. The reason of using those two research method are to gather all the data by interviewing the owner of the organization and having surveys so that the problems that the writer do not know will become an answer.

After all the research done, the author finds out the problems of the identity. The author uses the research methodology to clarify the problems. From the results of surveys, find out that the identity is not represent the image that the owner wants to achieve from the viewer. Therefore, the writer creates alternative design for the identity.

After go through all the way from the problems of the current identity, gather information from qualitative and quantitative research method, the author can finally finishing the alternative design for the identity with various media application.

Key words
Corporate identity, alternative design, image, value.