

PERANCANGAN *BRANDING* JASA KURSUS MENGEMUDI YUNITA KABUPATEN BULELENG

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ABSTRAK

Jasa Kursus Mengemudi Yunita yakni jasa yang menyediakan materi pembelajaran mengemudikan mobil dan pengoperasian mobil (Kendaraan Roda 4) dengan santun dan benar, pemilik Jasa Kursus Mengemudi Yunita adalah Gede Sudarmawan, Beliau lahir pada tanggal 14 November tahun 1986, yang usianya sekarang 38 tahun, Beliau berasal dari, Desa Sangsit, Kota Singaraja, Kabupaten Buleleng. Jasa Kursus Mengemudi Yunita ini didirikan oleh pemiliknya sendiri yaitu “Gede Sudarmawan” didirikan pada tahun 2016 artinya jasa ini telah beroperasi selama 8 tahun lamanya sampai sekarang. Setelah saya melakukan observasi dan menganalisis di lokasi jasa tersebut, saya menemukan beberapa masalah, di antaranya adalah ketidakhadiran elemen penting seperti logo, *x-banner*, spanduk, brosur, kartu nama, gantungan kunci, *t-shirt*, *short youtube*, Meskipun beberapa elemen seperti desain brosur, spanduk, dan *banner outdoor standing* sudah ada, untuk logo masih berupa tulisan, desain tersebut tampak sederhana dan perlu *re-design* atau pendesainan ulang diperlukan untuk meningkatkan daya tarik dan ketertarikan masyarakat umum terhadap kursus di Yunita.

Kata Kunci : Perancangan *Branding* Jasa Kursus Mengemudi Yunita Kabupaten Buleleng

Branding Design for Yunita Driving Course Services, Buleleng Regency

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ABSTRACT

Yunita Driving Course Service is a service that provides learning materials for driving and operating a car (4 Wheel Vehicle) properly and correctly, the owner of Yunita Driving Course Service is Gede Sudarmawan, he was born on November 14, 1986 who is currently 38 years old, he comes from Sangsit Village, Singaraja City, Buleleng Regency. Yunita Driving Course Service was founded by its own owner, namely "Gede Sudarmawan" which was established in 2016, meaning that this service has been operating for 8 years until now. After I conducted observations and analysis at the service location, I found several problems including the absence of important elements such as logos, x-banners, brochures, business cards, key chains, t-shirts, short youtube, Although some elements such as brochure designs, outdoor standing banners already exist, but for the logo is still in writing, the design looks simple and needs to be redesigned or rearranged in order to increase the appeal and interest of the wider community in courses at Yunita.

Keywords : *Branding Design for Yunita Driving Course Services, Buleleng Regency*

