NEW KAPASAN MARKET VISUAL IDENTITY DESIGN

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Abstract

Pasar Kapasan Baru is the biggest convection wholesaler market that has PD Pasar Surya. Pasar Kapasan be market that relied on by PD Pasar Surya to be biggest wholesaler market at East Java also East Indonesia that has by PD Pasar Surya. PD Pasar Surya revitalization Pasar Kapasan Baru be a commitment PD Pasar Surya to develop Pasar Kapasan Baru be modern market and market balmier.

From research result that has done, produced that revitalization that done still many found deficit. Effort from PD Pasar Surya towards Pasar Kapasan Baru will more be maximum if revitalization which has done in Pasar Kapasan espoused with branding market in Pasar Kapasan Baru. In the internal side Physical branding is also followed repair that is visual identity maker Pasar kapasan that aim society image formation towards Pasar Kapasan and support physical branding Pasar Kapasan Baru.

Pasar Kapasan Baru is wholesaler market that has modern building side and use bargain culture. Pasar Kapasan Baru is wholesaler market that has superiority from price side that can reached by all consumers.

Keyword : physical branding, Pasar Kapasan Baru visual identity, wholesaler market modern and achievable