PHISIK BRANDING MONKASEL

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ABSTRAKSI

Surabaya which knowing well as a HEROIC and OCEANOUS CITY, now a days grow up becoming a Metropolis City. The cityzen life style are run into a different way, so significant, changing became more HIGH END, GLAMOUR, and having a high grade mobile activity that indirectly make their way to think for choosing something are changing they always want something more practical and instant.

In other hand, it also influence what they choose for spend their time for relaxation, they prefer going to mall than tourist attraction. They assuming that tourist attraction in Surabaya are bored, not interesting and not prestige. There for, we need a tourist object which can fullfill what their want. The tourist attraction that concepting, interesting, entertaining and having a good facility and having enough function that can reach many aspect about that excursion itself.

Surabaya has an iconic tourist object that interesting enough called MONKASEL which established in July, 15 1998. But their visitor are decrease in its development and ironically, Monkasel are became an additional parking area for PLAZA SURABAYA (DELTA PLAZA). This fenomena are underlies the need for COMUNICATION VISUAL BRANDING PLANNING for MONKASEL. Conceptual and Visual packaging factor are an important role to increasing perception that can creating a new image of MONKASEL which also giving a value added to make a visitor interesting to come, visit and spend their leisure time in MONKASEL.

Keyword : Ocean Adventurer ; Branding Monkasel