ABSTRACT

Commercial as an activity is a not to be foreseen on nowadays’ global economics. SONY as a leading multinational enterprise on electronics business needs a communication utility from its’ commercialism to compete with other enterprises. Tagline as a branding message, must be able to convey commercial actions of an enterprise, which SONY have had decided make . believe as its’ tagline on 2009. Amentioned make . believe motto was expected to able to convey SONY’s innovation which didn’t only expends commercialism (make) on its products and businesses, but also expends education and social which conveyed as believe on the tagline. Application on commercialism can be reflected on products, but SONY as an always to innovate enterprise can also reflects mentioned make . believe to an architectural medium. The title and theme picking of this writings is an experiment of the writer to an innovation of tagline application to amentioned architectural medium. Surabaya, specifically Darmo, choosen as a location because of its post-modern concept entitled as satellite town, which suited with this object’s title and theme..

Key Words : SONY, make . believe, commercial, museum.