

Penerapan desain interior ritel pada pembentukan branding secara visual: studi kasus the goods dept = The application of retail interior design in creating branding visually: case study the goods dept

Audy Daniaguitrianda Mutiarani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20348124&lokasi=lokal>

Abstrak

Dalam bidang ritel, inovasi branding merek dilakukan dengan sensory branding yang memanfaatkan indra manusia dalam memberi pengalaman emosional pada pengunjung. Sensori visual merupakan sensori yang merespon pertama, sehingga penting bagi toko ritel mementingkan branding secara visual. Skripsi ini bertujuan untuk mengetahui bagaimana toko ritel menampilkan branding dalam desain interior secara visual dan bagaimana respon pengunjung terhadap hal tersebut. Material, skema warna, pencahayaan, window display, dan product display pada toko merupakan bentuk usaha visual archetypes pada merek. Maka dalam menampilkan citra dari branding interior toko, diperlukan gaya desain, elemen interior, dan visual merchandising. Studi kasus dilakukan pada toko The Goods Dept.

.....

In the field of retail, innovation in branding the brand conducted with sensory branding, which takes advantage of the senses of human beings in give emotional experience to consumers. Sensory visual is sensory that gives the first respond, so it is important in retail store to concern about branding visually. This thesis is aimed to find out how retail store shows its branding visually in interior design and how consumers response it. The materials, color schemes, lightings, window display and product display in store are visual efforts of archetypes brand. Therefore in showing image from store interior branding, it takes design style, interior element and visual merchandising. Case study is conducted at The Goods Dept.