

Studi kasus kampanye Nike ?Better For It? 2015) (Analisa penggunaan gambar, warna dan tipografi dalam membentuk preferensi konsumen = A Case Study of Nike ?Better For it? Campaign 2015 ANALYZING THE USE OF PICTURE, COLORS AND TYPOGRAPHY IN SHAPING CONSUMERS? PREFERENCE

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Abstrak

[ABSTRAK
 Komunikasi adalah topik yang kompleks dan luas untuk dibahas sebagaimana telah menjadi bagian dari perilaku sosial manusia, komunikasi dapat dilakukan secara lisan atau secara visual. Penelitian yang dilakukan di dalam karya tulis ini bertujuan untuk menyelidiki penerapan komunikasi visual yang terlibat dalam pemasaran, khususnya branding. Penggunaan logo dalam sebuah perusahaan atau produk digunakan untuk mengidentifikasi dan membedakan merek dengan pesaing, selain itu terdapat elemen desain yang akan diterapkan dalam pembuatan branding ini terdiri dari gambar, warna dan tipografi. Peneliti dari karya tulis ini tertarik dalam menyelidiki peran desain dalam lingkup branding, lebih tepatnya dalam membentuk preferensi konsumen, maka dari itu kasus dari kampanye Nike: better for it 2015 digunakan sebagai topik utama penelitian dalam karya tulis ini.ABSTRACT

Communication is a complex and broad topic to discuss as it has been the part of mankind's social behavior, these communication may be done verbally or visually. The research conducted and presented within this paper aims to investigate the application of the visual communication that is involved in marketing, specifically branding. The use of logo are used to identify and differentiate brands or products with competitors, additionally there are design elements that would be applied to branding an identity these comprised of picture, colors, and typography. The researcher particularly interested in investigating the role of these designs elements within the branding scope in shaping preference of consumers, hence recent Nike: Better for it campaign 2015 are used to examine the research interest., Communication is a complex and broad topic to discuss as it has been the part of mankind's social behavior, these communication may be done verbally or visually. The research conducted and presented within this paper aims to investigate the application of the visual communication that is involved in marketing, specifically branding. The use of logo are used to identify and differentiate brands or products with competitors, additionally there are design elements that would be applied to branding an identity these comprised of picture, colors, and typography. The researcher particularly interested in investigating the role of these designs elements within the branding scope in shaping preference of consumers, hence recent Nike: Better for it campaign 2015 are used to examine the research interest.]