

ABSTRACT

DESIGN STRATEGY AND VISUAL MEDIA IMPLEMENTATION FOR CALL JACK YOGYAKARTA

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Nowadays, the competition of transportation business based on mobile applications in Indonesia, especially Yogyakarta City is increasing. The use of information and technology innovation imposes a business model called disruptive innovation. Gojek is one of the companies that implement this innovation has expanded to the city of Yogyakarta, altering the system that affects the ojek transport businesses which had already existed. Moreover, to deal with competitors among several transport companies in the city of Yogyakarta, Calljack as a local product has to be more competitive and heavily promoting the services with a wide variety of media promotions to consumers in a bid to become the market leader. In order to solve the problems above, the writer managed to obtain the needed data through observation method on the object of the research, literature and interviewing related the informant. After collecting the data, the writer will analyze the data by using design strategy process also comparison matrix method. The design strategy formulation includes the company's strategy in terms of design, such as; corporate identity, promotional media and other design media. And writer also makes a marketing strategy for the formulation of a variety analytical results. Which is the design media will be interconnected and mutually marketing strategy supported. Therefore, it will help in strengthening the image of the brand, making the value in accordance with the vision, mission, character and principles of Calljack.

Key word: Design Strategy, Promotional Media, Calljack