

CHAPTER I

INTRODUCTION

1.1 Background

NDM Production is a branding service provider that helps improve the quality of Small and Medium Enterprises (SMEs) branding. Therefore, to support these efforts, it is necessary to create a branding sector, according to NDM Production itself, which has great potential for the growth of economic stability in Indonesia. This branding activity is very effective and can quickly reach a very broad target audience, so it's no wonder digital marketing activities are the top choice for Small and Medium Enterprises (SMEs). As a result, several examples of NDM Production agency marketing services that are quite popular in digital agencies are Branding (Akmal Mahardika. 2020).

The issue of providing digital agency services is a similar breed of branding that can attract interest to Small and Medium Enterprises (SMEs) as the target audiences. According to the results of the NDM production survey, there is still a large number of those targeted by the audience. With regard to the NDM production, there has not been proper branding. Swasty (2016:16) branding is one of the disciplinary processes done with the purpose of creating consciousness and increasing loyalty and expressing to the market why the brand should be chosen over other brands. The phenomenon would require a large number of new customer candidates to continue product advertising in digital technological development in the digital age.

Then, the problem, a digital development for visual communication design (DKV) which was a challenge, as well as the many mobile applications downloaded through smartphones make it easier to edit videos, organize design layouts and even draw digitally. With the advances in digital technology, anyone can now become a graphic designer without having to study visual communication designs through an educational society. It certainly presents a unique challenge to societies dabbling in the creative industry world of both students, graduates, and practitioners. Along with the development of information and digital technology of that era will also change the skills, knowledge and scientific attitudes. With changing perspective and adaptability is an attitude toward that, because the advent of the digital industry revolution will be both a challenge and an opportunity for communities that are able to adapt to it (widyo harsanto, p. 2019).

1.2 Identify the problem

For the phenomena already exposed, the problem can be identified as follows:

1. NDM Production do not have proper branding for the target audience of Small and Medium Enterprises (SMEs).
2. There is still much general public, especially Small and Medium Enterprises (SMEs), who know about the existence of NDM Production as a provider of digital branding services.

1.3 Research Question

1. How is a proper branding strategy for Small and Medium Enterprises (SMEs)?
2. What is the visual and media creative strategy in designing an effective NDM Production branding strategy according to the target audience?

1.4 The Scope of Research

In order to make it easier to write the target of audiences and market targets, based on the issues raised. The branding activity is against NDM production, so the branding design research will be targeted to an audience target of the NDM production of Small and Medium Enterprises (SMEs) that are producing digital business branding. The age of the target audience is 21-50 years of age. Branding will be focused on west Java provinces precisely on Bandung, Bekasi, and the Banten province of Serang and Cilegon. Based on the research some of the businesses from the attacked city itself are still short of digital advertising uses. even the attack community could be our value as a society that is essentially a bustling culinary business at the outset. I am therefore focusing on this digital advertisement design for use by the perpetrators of urban business.

Based on the image of established phenomena, the solution from the author is to do a proper branding strategy to change the perspective of efforts, Small and Medium Enterprises (SMEs) on the image of NDM production as a branding agency based on technology and reset matches secure criteria and levels that do not harm the consumer but has not yet proper branding for his audience efforts, Small and Medium Enterprises (SMEs) targets alone.

1.5 Purpose of Research

For the branding NDM production that will be carried out, the author has several main objectives, among them:

1. Proper branding strategies befitting business needs, Small and Medium Enterprises (SMEs).
2. The right visual and media branding NDM production is necessary. To ensure that efforts, Small and Medium Enterprises (SMEs) are interested in selecting NDM production as its branding strategy partner.

1.6 Benefit of Research

The authors hope that the results of the production design of the NDM promotion activities can have a positive impact on some ranks, among others:

1. To writers
 - a. Understanding good writing and correct in doing academic research. And become critical means of problem-solving, especially in the field of visual communication design.
 - b. Meet the requirements for a bachelor's bachelor in visual communications design, creative industry department, telecom university.
2. For Visual Communication Design Majors
 - a. Giving a sample of the study results to the School of creative industry, telecom university.
 - b. Source reference in problem-solving with discussions on branding.
3. For our readers
 - a. Suggestions for creative thought in solving the problem in a midwife of visual communication design.
 - b. Reference sources on creative strategy design and branding in problems dealing with visual communication design.

1.7 Research methods

In writing the branding strategy, the method used is to use qualitative research methods. This is due to research based on facts found in a community environment based on data collected. It became the basis for the use of qualitative methods. According to Mulyana (2018: 7) qualitative research methods are studies that employ interpretation in many methods, which aim to gain a holistic understanding.

1.7.1 Data Collection

There are two ways that this research data can be obtained, such as observation methods and interview methods. More about them are written below:

a. Observation Methods

The authors use the method of interviews with 25 people of production, Small and Medium Enterprises (SMEs) as targets of the NDM production audience, as well as of young entrepreneurs who have not yet had the branding. In addition to raising the data on the design agency's image, the writer also interviewed the regional sales of the NDM production AD to the head of the sale and cooperation of the NDM production, Akmal Mahardika. By engaging in interviews the authors get a lot of information about the image of advertising agencies or design, competitors, and the problem. According to Mulyana (2018: 226) an interview is a communication between two people involving one person who wants to get information from another by asking questions that have a particular goal.

b. Interview Method

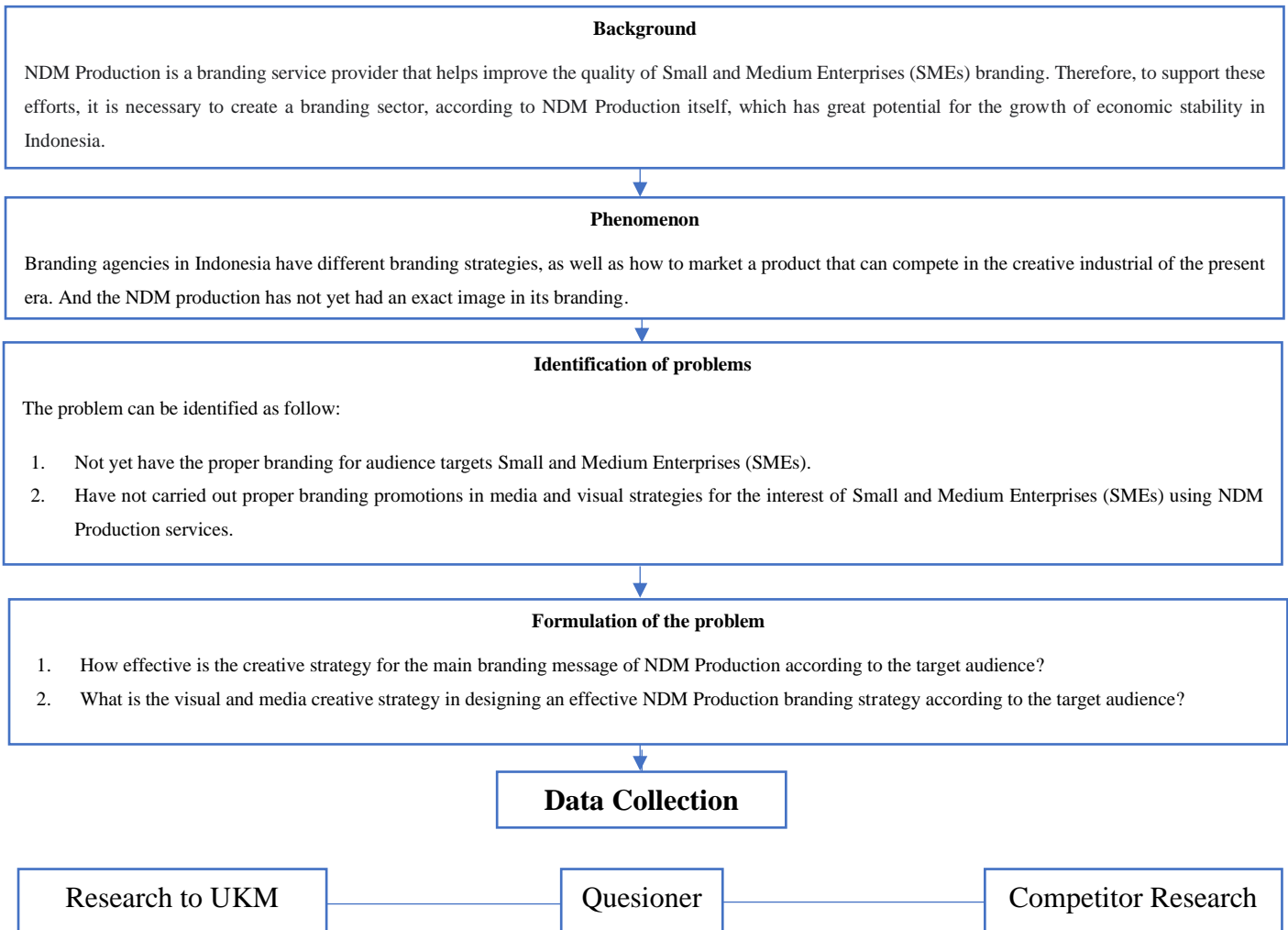
Using questionnaires, researchers observe and question business owners, Small and Medium Enterprises (SMEs) on their opinion of digital branding. In addition to umkm, it is conducted with 100 correspondencies comprising businesses, Small and Medium Enterprises (SMEs), 65 business, Small and Medium Enterprises (SMEs), Banten region, and up to 35 correspondencies at HIPMI PT Telkom. Based on Sugiyono (2013: 224) an effective step in collecting and retrieving research data is to use the collection technique. This is supported because the main purpose of a study is to reach the target of a direct study.

1.7.2 Analysis Data

In analyzing competitors to explore market segmentation, market conditions, and relationships with the market for NDM Production, the authors use SWOT analysis. SWOT analysis takes into account internal factors as well as external factors. Factors include strengths and weaknesses. External factors consist of opportunities and threats (Widiatmoko, 2013:52).

To compare competitors, the writer used a method of matrix analysis to compare them with the ratio of different data to be used for measuring points. The matrix consists of two columns and lines that each contain two pieces of information and concepts in different dimensions, comparing by way of aligning, and thus can be a measuring counter to analyzing (Atmoko, 2013).

1.8 Design Frameworks



1.9 Writing Systematic

CHAPTER I

In the introductory chapter, problems with NDM Production branding will be discussed. In addition to problems with branding, the author also describes the goals and methodology that the author uses to solve the problems of the topics raised.

CHAPTER II

Presenting basic theories that aim to solve the problems of the topics raised. sourced from relevant books and journals whose truth can be accounted for. Some examples of the theory used are theories that discuss the study of visual communication design, research methods, advertising, branding, and so on. Examples of books used are Qualitative Research Methods by Deddy Mulyana (2018), Introduction to Visual Communication Design by Sri Nurbani (2022), Digital Branding by Ulani Yunus (2019), Advertising by Moriarty, Mitchell, and Wells (2018) Branding by Wirana Swasty (2016), and others.

CHAPTER III

In the data and analysis chapter, the author will describe the data that has been obtained regarding the public's view of the branding of NDM Production. In addition to explaining the data that has been collected, the author also analyzes the results of these data.

CHAPTER IV

On the concept and design results, the author will explain the concept that was carried out to answer the problem of the topic raised by using the right creative strategy. It aims to fix existing problems.

CHAPTER V

In this chapter, the author will present the results of the conclusions from the answers to the topic issues raised. In addition to concluding, the authors also provide suggestions based on the results of the entire research to NDM Production regarding NDM Production imagery.