ABSTRACT

THE EXPLANATION OF LOGO & MASCOT APLICATION OF DUNIA FANTASI

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Dunia Fantasi is the biggest theme park in Indonesia, and still with concistency using personification of proboscis monkey as logo since 1986. With the age changing Dunia Fantasi keep growing itself in theme park industry, as growing as technology that create new rides and wisdom, that's have a connection between the upgrades that Dunia Fantasi did to their logo and aplication.

The using of qualitative method, with visual explaining and another analize in this research are for knowing the changes of the logo and mascot aplication with reason for using proboscis monkey as logo. The result can be seen in table form divided in several section such as basic shape, color and typography.

Keywords : Dunia Fantasi, Logo, Aplication