Abstract

REDESIGN OF BANDUNG CARNIVAL LAND VISUAL IDENTITY

By:

Singgih Prahagian

51911185

Study Programme Visual Communication Design

Bandung Carnival Land established in 2010 and was officially opened on March 14, 2011. Bandung Carnival Land is one of the largest outdoor recreation theme park. There are 14 varieties rides and facilities, which made it suitable as a family playing tour. As a pioneer of outdoor theme park, it has potential, but in reality, Bandung Carnival Land have a problem regarding the company's internal and visual identity, including its consistency. Replacement of headship occur in Bandung Carnival Land caused change of its vision, mission, system and team management from the company itself.

Methode of the research is a quantitative method. Acquisition of data taken by observation, interviews, and questionnaires to visitors. This research aims to represent the identity of Bandung Carnival Land, so that improvements and new company's image may have a positive impact.

Therefore, Bandung Carnival Land needs to determine a new direction to represent the company itself by redesigning a new logo as a visual identity of Bandung Carnival Land along with logo application's consistency on a variety media applications which used by the company.

Keywords: *Logo, Consistency, Recreation Park, Theme*