ABSTRAK

Purwa Caraka Music Studio merupakan lembaga kursus musik asuhan Ir. Purwatjaraka yang bergerak dibidang musik dengan kurikulum berstandar Internasional. Berbagai event yang berkaitan dengan musik dan apresiasi siswa diselenggarakan untuk memfasilitasi mereka yang bersekolah di Purwa Caraka Music Studio agar dapat mengembangkan potensi diri dan melatih kepercayaan diri dalam bermusik dan menampulkannya dihadapan umum.

Lembaga kursus musik Purwa Caraka Music Studio merupakan lembaga yang berdiri dibidang pendidikan dan pembimbingan segala usia yang ingin mempelajari seni musik mulai dari bermain alat musik hingga berlatih vokal. Fasilitas-fasilitas kursus yang disediakan di lembaga Purwa Caraka Music Studio antara lain jurusan vocal, jurusan drum, biola, keyboard, piano klasik, piano pop, gitar klasik, gitar elektrik, dan gitar bass.

Pendekatan identitas perusahaan yang paling mudah diterima masyarakat adalah melalui pendekatan secara visual pengaplikasian logo pada berbagai media diharapkan mampu memenuhi kebutuhan masyarakat akan kepercayaan pada suatu perusahaan yang resmi.

melalui pengaplikasian identitas visual (logo) pada media-media seperti map, kartu nama, id card, amplop, dan kop surat inilah purwacaraka music studio menyebarkan identitas korporasinya sehingga disetiap cabang, purwacaraka music studio tetap memliki image yang sama yaitu, kursus musik yang profesional, terpercaya, dan berlisensi.

ABSTRACT

Purwa Caraka Music Studio is music class upbringing institutions Ir. Purwatjaraka engaged in music with international-standard curriculum. Various events related to music and appreciation of students organized to facilitate those who attend school in Purwa Caraka Music Studio in order to develop the potential of self-confidence and training in music and menampulkannya before the public.

Institution music courses Purwa Caraka Music Studio is an institution that stands in the field of education and coaching all ages who want to learn the art of playing music ranging from musical instruments to vocal practice. The facilities provided at the institute courses Purwa Caraka Music Studio among other vocal majors, majoring in drums, violin, keyboard, classical piano, piano pop, classical guitar, electric guitar, and bass guitar.

Approach to corporate identity of the most easily accepted by society is through a visual approach to the application of the logo in various media are expected to meet the needs of the community will trust in a company official.

through the application of visual identity (logo) on media such as folders, business cards, id cards, envelopes, and letterhead is Purwacaraka music studio deploy corporate identity so that each branch, Purwacaraka music studio still exists at the same image, professional music courses , reliable, and licensed.