

INTISARI

Phoenix Creatives Studio adalah studio desain yang menyajikan servis desain serta produk desain khususnya Ikon dan Ilustrasi untuk kebutuhan digital seperti Website dan Mobile App. Phoenix Creatives Studio sendiri berdiri sejak tahun 2020 di Bukittinggi, Sumatera Barat. Phoenix Creatives Studio saat ini masih berupa *fleelance studio*. Phoenix Creatives Studio sendiri belum mempunyai *website* sebagai studio digital desain yang berfokus pada ilustrasi dan ikon mengakibatkan banyaknya orang belum mengetahui Phoenix Creatives Studio adalah studio desain ilustrasi dan ikon. Maka dirancanganlah *website* Phoenix Creatives Studio sebagai studio yang berfokus pada ilustrasi dan ikon. Metode pengumpulan data berupa hasil dari observasi dengan pengamatan selama setahun berdirinya Phoenix Creatives Studio sebagai studio yang khusus melayani ilustrasi dan ikon, dilanjutkan menganalisa konsumen dari Phoenix Creatives Studio pada UI8, dan dilanjutkan menganalisa pesaing dari beberapa brand yang sudah terkenal di UI8 yang sudah bergabung bertahun-tahun. Dalam perancangan ini dilakukan analisis dari faktor internal dan eksternal dari Phoenix Creatives Studio melalui analisis SWOT (*Strength, Weakness, Opportunity, Threat*), dalam penyampaian suatu pesan ke target *audience* menggunakan metode AIDA+S (*Attention, Interest, Desire, Action + Satisfaction*) dan melakukan *brainstorming* untuk menentukan *positioning brand* dari Phoenix Creatives Studio. Setelah mengumpulkan data-data tersebut, barulah dilanjut ketahap pembuatan bauran media dengan mengaplikasikan dari *positioning brand*, dengan bauran media yang dihadirkan berupa website, logo, poster ilustrasi, kartu nama, poster contoh produk, x baner dan merchandaise. Diharapkan kedepannya brand Phoenix Creatives Studio bisa dikenal dan diingat oleh masyarakat luas.

Kata Kunci : Brand Phoenix Creatives Studio, Website, Produk Digital

ABSTRACT

Phoenix Creatives Studio is a design studio that provides design services and design products, especially Icons and Illustrations for digital needs such as Websites and Mobile Apps. Phoenix Creatives Studio itself was founded in 2020 in Bukittinggi, West Sumatra. Phoenix Creatives Studio is currently still a freelance studio. Phoenix Creatives Studio itself does not yet have a website as a digital design studio that focuses on illustrations and icons, resulting in many people not knowing that Phoenix Creatives Studio is an illustration and icon design studio. So the Phoenix Creatives Studio website was designed as a studio that focuses on illustrations and icons. The data collection method is the result of observation with observations during the year of the establishment of Phoenix Creatives Studio as a studio that specifically serves illustrations and icons, continued to analyze consumers from Phoenix Creatives Studio at UI8, and continued to analyze competitors from several well-known brands at UI8 that have joined for years. - year. In this design, an analysis of internal and external factors from Phoenix Creatives Studio is carried out through a SWOT analysis (Strength, Weakness, Opportunity, Threat), in delivering a message to the target audience using the AIDA + S (Attention, Interest, Desire, Action + Satisfaction) method. and brainstorming to determine the brand positioning of Phoenix Creatives Studio. After collecting the data, then proceed to the stage of making the media mix by applying the brand positioning, with the media mix presented in the form of websites, logos, illustration posters, business cards, product sample posters, x banners and merchandise. It is hoped that in the future the Phoenix Creatives Studio brand can be known and remembered by the wider community.

Keywords: *Phoenix Creatives Studio Brand, Website, Digital Products*