

INTI SARI

Padok Kayu merupakan sebuah perusahaan di bidang *custom furniture* yang berasal dari Sumatera Barat, di Jalan Sutan Syahrir, Gang Sepakat 1 No.11, Silaing Bawah, Kecamatan Padangpanjang Barat, Kota Padangpanjang yang didirikan pada tahun 2018 oleh Gema Tri Buana. Perusahaan mengalami perkembangan yang pesat, karna itu pada tahun 2019 perusahaan beralih dari *custom furniture* menjadi *interior design agency*. Meskipun *Padok Kayu* sudah berkembang, identitas yang dimiliki *Padok Kayu* tidak lagi relevan dengan citra *Padok Kayu* yang sekarang. Berdasarkan hal tersebut, dapat disimpulkan rumusan masalah yaitu bagaimana melakukan kegiatan *Rebranding Padok Kayu* dengan mengkomunikasikan nilai perusahaan sebagai pembeda dari kompetitor.

Metode yang digunakan dalam kegiatan *rebranding* adalah SWOT dan AIDAS. Selanjutnya perancangan dilakukan proses riset tentang perusahaan, setelah itu melakukan *brainstorming* dengan menggunakan metode *mind mapping*. Perancangan ini bertujuan untuk menentukan *positioning brand*, dengan merancang ulang identitas *Padok Kayu* yang baru melalui proses *rebranding*. Fokus perancangan ulang mulai dari logo, *supergraphic*, serta bauran media promosi yang sesuai dengan konsep perancangan, serta merancang media-media yang baru seperti *landing page website Padok Interior* dan *catalog* yang bertujuan untuk mendukung kegiatan promosi *Padok Interior*. Perancangan ini diharapkan bisa membuat *Padok Interior* memiliki diferensi dari usaha yang serupa.

Kata Kunci: *Padok Interior, Rebranding, Positioning, Brainstorming, Bauran Media.*



ABSTRACT

Padok Kayu is a company in the field of custom furniture originating from West Sumatra, on Jalan Sutan Syahrir, Gang Sepakat 1 No.11, Silaing Bawah, West Padangpanjang District, Padang Panjang City which was founded in 2018 by Gema Tri Buana. The company experienced rapid development, and because of that in 2019 the company switched from custom furniture to an interior design agency. Even though Padok Kayu has developed, the identity that Padok Kayu has is no longer relevant to the current image of Padok Kayu. Based on this, it can be concluded that the formulation of the problem is how to carry out Padok Kayu Rebranding activities by communicating company values as a differentiator from competitors.

The methods used in the rebranding activities are SWOT and AIDAS. Furthermore, the design process is carried out by a research process about the company, after which brainstorming is carried out using the mind mapping method. This design aims to determine brand positioning, by redesigning the identity of the new Padok Kayu through a rebranding process. The focus of the redesign starts from the logo, supergraphic, and promotional media mix by the design concept, as well as designing new media such as the Padok Interior website landing page and catalog which aims to support Padok Interior's promotional activities. It is hoped that this design will differentiate Padok Interior from similar businesses.

Keywords: Padok Interior, Rebranding, Position

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