

FINAL PROJECT REPORT

**REDESIGN OF HSW CAR WASH VISUAL IDENTITY TO
STRENGTHEN BRAND AWARENESS**

To Fulfill Part of the Requirements for Obtaining a Bachelor's Degree (S-1)



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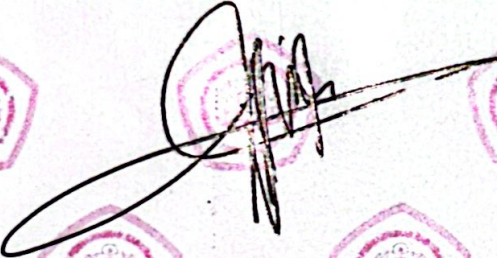
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Hereby declare that in this academic document of my Final Project, there is no part of any scientific work previously submitted to obtain an academic degree at any Higher Education institution, nor any work or opinion written or published by another person/institution, except those which are properly cited in writing in this document and fully listed in the bibliography.

I also declare that this academic document is free from any elements of plagiarism. If any indication of plagiarism is found in this Final Project in the future, I am willing to accept sanctions in accordance with the applicable laws and regulations.

This statement is made truthfully, without any coercion from any party, and to be used as necessary.

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ABSTRACT

Visual identity plays an important role in shaping public perception and brand recognition. HSW Car Wash, an automotive cleaning service operating within the PT Bakti Kartika Kirana gas station area, faces issues related to inconsistent visual identity, lack of visual appeal, and the inability to convey a professional impression through its existing branding. Based on observations, interviews, and questionnaires, it was found that the current logo does not effectively represent the automotive service industry and is difficult to recognize, contributing to low brand awareness.

This design project aims to redesign the visual identity of HSW Car Wash to create a more consistent, visually comfortable, consumer-friendly, and memorable brand image for the surrounding community. The design process utilizes the Design Thinking methodology, which consists of five stages: empathize, define, ideate, prototype, and test. Design needs were analyzed through qualitative data gathered from field observations, interviews with the owner, and feedback from service users. During the ideation stage, various alternative design concepts were explored to produce a logo that is simple, recognizable, and aligned with the character of the service.

The resulting redesign presents a clearer and more representative visual identity, featuring a logo that incorporates the concepts of “comfort, friendliness, and preference” aligned with the main keyword: “Comfortable Car Wash, Your Vehicle’s Favorite Companion.” This improved visual identity is expected to enhance the professional image of HSW Car Wash and strengthen its brand awareness among consumers.

Kata Kunci: Brand Awareness, Design Thinking, HSW Car Wash, Logo, Redesign, Visual Identity

ABSTRAK

Identitas visual memiliki peran penting dalam membentuk persepsi dan tingkat pengenalan sebuah merek. HSW Car Wash, layanan pencucian mobil yang beroperasi di area SPBU PT Bakti Kartika Kirana, menghadapi persoalan berupa identitas visual yang kurang konsisten, kurang menarik, serta belum mampu merefleksikan kesan profesional dari layanan yang diberikan. Melalui observasi, wawancara, dan kuesioner, ditemukan bahwa logo yang digunakan saat ini belum menggambarkan karakter bisnis otomotif dan cenderung sulit dikenali, sehingga berkontribusi pada rendahnya brand awareness.

Penelitian perancangan ini bertujuan melakukan redesign identitas visual HSW Car Wash agar tampil lebih konsisten, nyaman dilihat, ramah bagi konsumen, dan mudah diingat oleh masyarakat sekitar. Metode perancangan yang digunakan adalah Design Thinking yang mencakup lima tahapan: empathize, define, ideate, prototype, dan test. Kebutuhan desain dianalisis melalui data kualitatif dari observasi lapangan, wawancara dengan pemilik, serta kuesioner dari pengguna jasa. Pada tahap ideasi, berbagai alternatif desain dikembangkan untuk menghasilkan logo yang sederhana, mudah dikenali, dan sesuai dengan karakter layanan.

Redesign yang dihasilkan menghadirkan identitas visual baru yang lebih terarah dan representatif, dengan logo yang memadukan konsep “nyaman, teman, dan favorit” sesuai dengan keyword utama: “Cuci Mobil Nyaman, Teman Favorit Kendaraan Anda.” Identitas visual yang baru ini diharapkan dapat meningkatkan citra profesional HSW Car Wash serta memperkuat brand awareness di kalangan konsumen.

Kata Kunci: Brand Awareness, Design Thinking, HSW Car Wash, Identitas Visual, Logo, Redesign

PREFACE

All praise and gratitude the writer extends to Allah SWT for the blessings, opportunities, and ease granted throughout the preparation of this Final Project. This report, titled “*Redesign of HSW Car Wash Visual Identity to Strengthen Brand Awareness*” is submitted as one of the requirements to obtain a Bachelor of Design degree in the Visual Communication Design Study Program, Universitas Pembangunan Nasional “Veteran” Jawa Timur.

The process of completing this final project has been a long journey involving direct observation, interviews, concept development, and design validation. Each stage has provided the writer with new insights into how visual identity contributes to strengthening a brand’s image. Through this redesign of HSW Car Wash’s visual identity, it is hoped that the resulting design will bring real benefits to the business and serve as valuable experience for the writer in the professional design field.

On this occasion, the writer would like to express sincere gratitude to the individuals and parties who have offered support, guidance, and assistance:

1. Allah SWT and Prophet Muhammad SAW, for all blessings and guidance in every step taken.
2. My beloved father, mother, and sibling, for their continuous prayers, encouragement, and unwavering support.
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The writer realizes that this work is not without shortcomings. Therefore, constructive feedback and suggestions will be greatly appreciated for future improvement. It is hoped that this report may bring benefits to readers, contribute to academic development, and serve as a useful reference in visual identity design.

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