

## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

The design of Brand Identity in the Kinanthi Macapat Sidoarjo Association occurred due to various problems that existed in the Kinanthi Macapat Sidoarjo Association. This problem was known by the author when conducting research on the Kinanthi Macapat Sidoarjo Association. The purpose of designing this Brand Identity is to create a new visual identity of the Kinanthi Macapat Sidoarjo Association which is useful to improve the image of the Kinanthi Macapat Sidoarjo Association in accordance with its vision and mission. In accordance with the current developments, an approach that can also keep up with the development of this era is needed. With adjustments to technological developments, it can be one of the right ways to make the Kinanthi Macapat Sidoarjo Association more widely known. This design process uses the *Mix Method*, where the author uses qualitative and quantitative data collection methods. The collection of qualitative data itself is used through interview data, observation and also literature studies. Meanwhile, the quantitative data was obtained through the distribution of questionnaires distributed to adolescents aged 16-21, which was then analyzed by the author using a descriptive approach so as to give birth to data that provide a clear picture of what plans can be solutions in this design. The Brand Identity produced by the author includes Logos, GSM (*Graphic Standard Manual*), and also implementation media that can support promotional needs, such as brochures, Instagram content, Merchandise, Stationery, X-Banner, and also Posters.

#### 5.2 Suggestions

To develop the results of the design of the Kinanthi Macapat Sidoarjo Association, constructive suggestions and criticism are needed. Therefore, the author hopes that there will be a deeper exploration of the issues raised by this author, in order to produce a more optimal design. The author also hopes that the owner of the Kinanthi Macapat Sidoarjo Association can implement the design that has been created, in order to produce better results.