

Table of Contents

ACKNOWLEDGEMENT	i
ABSTRACT	ii
ABSTRAK	iii
List of Table	vi
List of Figures	vii
CHAPTER 1 INTRODUCTION	1
1.1 Background of Study	1
1.2 Objectives of Study	4
1.3 Scope of Study	4
1.4 Significance of Study	4
1.5 Literature Review	5
1.6 Operational Definitions	7
CHAPTER 2 RESEARCH METHOD	9
2.1 Theoretical Framework	9
2.1.1 Social Semiotic Theo Van Leeuwen	9
2.1.2 Brand Image	10
2.1.3 Brand Identity	11
2.1.4 Visual Identity	12
2.1.5 Visual Brand Guidelines	12
2.1.6 Visual Identity Process Steps	23
2.2 Research Design	27
2.3 Data Collection Procedure	29
2.3.1 Research Context	29
2.4 Research Protocol	30
2.4.1 Direct Observation	30
2.4.2 In-depth interview	31
2.5 Methods of Data Analysis	32
2.6 Ethical Consideration	33
CHAPTER 3 FINDINGS AND DISCUSSION	34
3.1 Creating and Analysing the Visual Identity on BPN DIY's Instagram	34

3.1.1 Target Audience.....	34
3.1.2 Research.....	35
3.1.3 Brand Personality.....	36
3.1.4 Tone of Voice	37
3.1.5 Brand Design Element	37
3.1.6 Application	49
3.2 How Visual Identities Used on BPN DIY Instagram Affects Brand Image	50
CHAPTER 4 CONCLUSION AND RECOMMENDATION.....	52
4.1 Results of Findings and Discussion.....	52
4.2 Recommendations	53
References	54