

ABSTRAK

Tugas akhir ini bertujuan untuk menganalisis branding perusahaan di Jogja Painting sebagai perusahaan start-up. Jogja Painting adalah sebuah instansi seni yang bergerak di bidang mural atau lukis dinding. Pembahasan branding perusahaan di Jogja Painting dilatarbelakangi pengalaman penulis selama magang di Jogja Painting dari 2 Januari hingga 21 Maret 2020 sebagai staf Komunikasi Pemasaran. Wawancara dengan pihak-pihak di Jogja Painting tentang konten, observasi konten media sosial dan membaca jurnal serta artikel dari internet merupakan metode pengumpulan data. Data dikelompokkan secara detail dengan deskripsi bahasa Inggris dengan dukungan gambar dan tabel. Berdasarkan observasi, Jogja Painting memiliki lima platform media sosial untuk memperkenalkan perusahaan dan produknya, serta berinteraksi dengan masyarakat melalui berbagai segmen konten; *Latest Project*, *Mural Idea*, *Art Tips*, *Art Fun Fact*, *Human Inspiring*, *Quote*, dan *Celebration*. Berdasarkan analisis penulis, konten yang menyajikan branding perusahaan adalah *Latest Project* dan *Mural Idea* karena konten tersebut menampilkan produk-produk Jogja Painting kepada masyarakat luas. Jogja Painting juga membuat palet warna untuk konten di media sosial; Penggunaan palet warna untuk memberikan identitas Jogja Painting. Berdasarkan analisis penulis, branding perusahaan melalui media sosial adalah brand positioning. Branding perusahaan di Jogja Painting membutuhkan *Influencer* dan Iklan Sosial Media untuk meningkatkan kesadaran akan produk dan perusahaan.

Kata Kunci: Branding Perusahaan, Influencer, Jogja Painting, Palet Warna, Sosial Media.

ABSTRACT

This final paper aims to analyze the corporate branding in Jogja Painting as a start-up company. Jogja Painting is an art agency engaged in murals or wall paintings. The discussion about corporate branding in Jogja Painting was based on the writer's experience during her internship in Jogja Painting from January 2nd to March 21st, 2020, as a Marketing Communication staff. Interviews with parties at Jogja Painting about the content, observation on social media content and reading journals and articles from the internet were the methods of collecting the data. Datas were presented in detail with English descriptions with the support of images and tables. Based on the observations, Jogja Painting has five social media platforms to introduce the company and products, and interact with the public through a variety of segment content; Latest Projects, Mural Idea, Art Tips, Art Fun Fact, Human Inspiring, Quote, and Celebration. Based on the writer' analysis, the content that presents the corporate branding are the Latest Project and Mural Idea because these contents show the products and the focus of Jogja Painting to the public. Jogja Painting also creates a color palette for content on social media; The use of a color palette is to provide the identity of Jogja Painting. Based on the analysis from the writer, the corporate branding through social media enters the brand positioning. The corporte branding in Jogja Painting needs an Influencer and Social Media Ads to improve the awareness of the product and service.

Keywords: Color Palette, Corporate Branding, Influencer, Jogja Painting, Social Media.