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Art and Design

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**ALTERNATIVE DESIGN FOR RASANE SEAFOOD  
CORPORATE IDENTITY**

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**Abstract**

The author intended to bring together the three Rasane Seafood logos into one unified logo that represent Rasane Seafood brand, raise the image of Rasane Seafood brand, and explain to the public that the specialty of Rasane is smoked crab and apart from that, Rasane Seafood also serves other seafood cuisines that are also delicious and nutritious.

The author's uses two methods to collect the required data in order to support the thesis. The two methods are qualitative and quantitative. Qualitative method was done by interviewing the advisor of Rasane Seafood, while quantitative method done by conducting a survey and distributed it to 89 sampling by online and 6 direct contact with Rasane Seafood customer.

Rasane Seafood's specialty is smoked crab and based on the survey results, 65% of the respondent think about smoked crab every time they hear the word "Rasane Seafood". Most of them also interested to visit Rasane Seafood because of its specialty, which is smoked crab. According to the survey results, the author found out that 94% of the respondent said that logo is an important element in reflecting the image of the restaurant. Rasane Seafood has three logos and only 9% of the respondent can choose the right answer and 59% of the respondents choose logo number 3 as the logo that the most represent Rasane as a seafood restaurant. 57% of the respondents said that there is no specific element in Rasane Seafood logo that they like and if Rasane Seafood logo going to be redesign, there are 47% of the respondents said that the symbol/image should be changed and followed by color that was choose by 23% of the respondents. As a brand that started to be known widely, Rasane needs new corporate identity to represent the image of Rasane.

**Key words**

Smoked crab, local or Indonesian taste, relax and comfortable atmosphere.

## PREFACE

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Lastly, the author realize that this thesis is far from perfect and can not be separated from any shortcomings due to the limitations that exist and because of limited knowledge, experience, and the short time available. Therefore, any suggestions and constructive critics will be gladly accepted by the author. Lastly, the author hopes this thesis can give contribution of knowledge and be an inspiration for the reader and other parties who need.