



ABSTRAK

Di tahun 2016 ini, di Indonesia telah muncul fenomena menarik untuk membersihkan kendaraan pribadi atau disebut juga *Car Wash*. Di kota-kota besar bermunculan beragam *Car Wash* yang menawarkan konsep inovatif hingga suasana selayaknya dunia malam yang penuh dengan kemewahan. Perkembangan *Car Wash* di Indonesia memang belum sepesat di amerika, namun mencuci di *Car wash* tengah menjadi trendi masyarakat Indonesia. Sekarang muncul trend baru yaitu mencuci atau membersihkan kendaraan pribadi tidak perlu harus mengantri di tempat *Cars Wash*.

MAXI MOBILE CAR WASH menyadari bahwa tingkat perhatian pemilik kendaran beroda meningkat, Terlihat dari banyaknya produk-produk pembersih mobil atau perawatan mobil yang beredar di pasaran dan banyak juga jasa pencucian mobil yang menawarkan berbagai macam servis untuk merawat mobil konsumennya. Program khusus mengenai rencana door to door atau sitem jemput bola untuk mencuci mobil di Kota Cirebon yang dicanangkan oleh Maxi Mobile Car Wash Unit Pelaksana Teknis di Kota Cirebon akan disosialisasikan dalam bentuk media *branding* atau *brand identity*. Media yang akan dibuat dalam program khusus ini berupa logo, poster, flyer/selebaran, brosur, baju pegawai, *mockup stationery* dan *slide* presentasi. Rancang Brand identity yang dibuat ini diharapkan dapat membantu Konsumen di kota Cirebon dalam menginformasikan program-program Maxi Mobile Car Wash di Kota Cirebon, agar para konsumen mengetahui mengenai program tersebut dan paham mengenai cara merawat dan mencuci kendaraan.





ABSTRACT

In 2016, in Indonesia has emerged an interesting phenomenon to clean up private vehicles or also called Car Wash. In large cities sprung diverse Car Wash offers an innovative concept to the atmosphere of the world should a night filled with luxuries. Car Wash developments in Indonesia is not as fast as in the United States, but the Car washes in the wash center became trendy people of Indonesia. Now it appears a new trend that is washing or cleaning of private vehicles do not need to queue at the Cars Wash.

MAXI MOBILE CAR WASH realize that the level of attention wheeled vehicle owners increases, Seen from the many cleaning products or car maintenance car on the market and a lot of car wash services that offer a wide range of services to care for car consumers. A special program about the planned system door to door or pick up the ball for a car wash in the city of Cirebon launched by Maxi Mobile Car Wash Technical Implementation Unit in the city of Cirebon will be disseminated in the form of media branding or brand identity. Media to be made in the form of a special program logo, posters, flyers / leaflets, brochures, employee clothing, stationery mockup and presentation slides. Design Brand identity created is expected to help consumers in the city of Cirebon in informing programs Maxi Mobile Car Wash in the city of Cirebon, so consumers know about the program and know about how to care and washing vehicles..

