

ABSTRACT

To start producing one piece of work with the hope that this work would be attractive to the audience, I want the medium to draw attention and give the information to the receivers, which are the target people for this new package design.

Therefore JI NET was chosen to be the topic of the study; the company had been producing high quality of service for long established, since year 1982. And in organizing the package of Internet kit, the company would be able to collect data and opinion of the customers to give them a better point of view. Also JI NET is one of my favorite brands, which interest me to study and to design corporate identity medium for the organization through the package.

I try to study and get to understand all information of the company to produce the works in the way that could bring advantages in term of business as well. From considering the marketing situation, the company has been in the market of Internet Service Provider (ISP) business for more than 20 years and created the long-past customers because of the speed and comfortable of the usage which come to the unique identity of the company. Also these are the selling point that increases new customers.

Although the satisfaction of the customer analysis via the market situation is stay the same, means it is in the late maturity point. The purpose of organizing this package is the good attitude toward the customers and to be developing the idea in terms of design from the need of different generation customers. In another way, this will gain the new customers through this new package because there will be sum of people who has never be the brand loyalty customers but interesting to buy this new package. As they received the information from the medium and follow the condition of the service because of the appeal of the design of the package that was shown in this report.

Therefore the main selling point of JI NET is the uniqueness of the design so that give quite a specialize target group of the customers which are the people who have activities in their own way with the characters of love the freedom and unique. So that JI NET's design have its own character which does not quit similar to the other competitors but add more colorful and the feeling of the freedom so all these come up with the concept of "No Borders No Boundaries No Limits"

I found some mistake through the process of the design which to create the work to inform the long-part customers and the new customers. And after the customers received the information, the result must be positive reaction that means this project will success when the target group buys the product. The solution is to design the work that follows the mood and tone as analyzed the art direction.

Finally, I noticed that there were some points, which could be improved such as to design all the scope of works in the same style and give more time in running through the process. I hope that this report would be useful to the students who interested in the project that similar to this studied project.