

**BINUS UNIVERSITY INTERNATIONAL
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Major Art and Design
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**CREATING AN ALTERNATIVE DESIGN FOR ASITA
CORPORATE IDENTITY**

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Abstract

Objectives The objectives of the thesis is to find the solution to the problem outlined, which is to create an alternative design for corporate identity of ASITA. ASITA is a non-profit organization to foster tour and travel agencies in Indonesia.

Method The writer had conducted interview to the ASITA Jakarta Chapter, which was appointed to represent ASITA in providing the data needed by the writer. The writer interviewed the advisor of the organization, Mrs. Meity Robot, which had once served as chairperson of ASITA.

Results The result of the research is new corporate identity system of ASITA based on a concept that ASITA as an organization, serves as a compass that guides and assists in every directions.

Conclusion The writer found that corporate identity is an important element to define an organization as well as giving impact on its first impression. To create good corporate identity, several things such as elements of design, color, typography, etc. need to be put into attention.

Keywords

Tour and travel agents, tourism, service, nurturing, future, reliable