

ABSTRACT

Today the development of land transportation in Indonesia has been very good, along with the growing mobility needs and the public, new companies keep popping up to offer the concept of security, comfort and excellent service to service users. This of course will affect the climate of increasingly fierce competition in the fight and gain market share. Owners and management companies charged with managing the company in a professional to come out as winners in a competition and be able to maintain its existence in the long run. PO. Bus Gumarang Jaya as a company that provides transportation services across the province by bus route from Jakarta to Padang-Padang and Jakarta, began to realize that the company has some weaknesses, particularly seen in the company logo that is outdated in terms of design, less attractive and less communicative, logo that there is not yet reflect the corporate identity, vision, mission and corporate culture and have not been able to build a positive brand image in the eyes of society. Making a logo redesign PO.BUS Gumarang Jaya become very important to do in order to build a good corporate identity in accordance with the objectives. vision, mission and corporate culture, will also form the next image and positive image, which in turn is expected to also be able to build effective business communication and efficient transportation, both internal and external.

Keyword : Redesign logo of PO. BUS GUMARANG JAYA
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