CORPORATE IDENTITY PROJECT PT YASA INDUSTRY NUSANTARA
WHICH ABLE TO REPRESENT THE VISION AND MISSION, COMPANY’S
PHILOSPHY AND SERVICES IN THE FORM OF EPC BUSINESS

ABSTRACT

In Indonesia, the construction business is a business that can be said to include a productive business. Value of completed construction of the plant construction industry is included in the civil construction, showed a significant increase in each year. PT Rekayasa Industri is a company engaged in the construction industry factories in Indonesia. In 1995 In order to avoid delays while also helping to completion within the project, the human resources within the structure are collected and form a direct-hire PC division contracting (contracting profit center). Over time this contracting PC division created a new kind of business arrangement and called PT Yasa Industri Nusantara. Over time PT Yasa Industri Nusantara to develop its business services into EPC.

With the change of business services, Nusantara PT Yasa Industries has a goal to be able to compete fully in the construction industry plant competition on a national scale and become a market leader in the field of plant construction in Indonesia. Achievement of this goal then hampered by the rapid economic growth in Indonesia. In 2008 there were 139,322 construction companies in Indonesia. So it takes a differentiation in order to compete at a national scale. This means Nusantara PT Yasa Industries should make a breakthrough and differentiation in preparation for the fierce competition.

Emerged an idea to change the corporate identity of PT Yasa Industries Nusantara. In accordance with the road map set out in 2011 that PT Yasa Nusantara Industry wants to achieve the desired brand image Brand image in question is a form of visual assessment of the public, clients and partners with PT Yasa Industries archipelago from all sapek which includes vision, mission and service business . It can be concluded Brand Image in question is the establishment of a new corporate identity.

Redesigning corporate identity designing PT Yasa Industri Nusantara aims to PT Yasa Industri Nusantra get the brand awareness from the target segment. And become a market leader in plant construction industry business in the local scale.

Keywords : PT Yasa Industri Nusantara, Plant Construction, EPC, leader market