

ABSTRACT

Indonesia is a vast country filled with rich and distinct cultures. It influences many aspects in our life, including urban legend, where each region has its own kind of ghost with different characteristic, purpose, and background. Its existence is influenced by the culture, custom, and belief in society where these stories grow. These stories brings curiosity in us, proven by viral scary stories and ghost sightings in social media, such as “KKN di Desa Penari”. Scary stories also has a huge influence in shaping our pop culture and creative industries, with local horror movies hitting box office and horror channels in Youtube earning millions of subscribers. Therefore, the writer is inspired to adapting local urban legends’ popularity into merchandise, specifically apparel, while simultaneously preserve it as a part of our culture. The writer then interviewed brand lecturer and spread questionnaire to target market. We found out that a brand has to meticulously calculated as a respond to the market’s demand and circumstances, while also being honest. Social media and online marketplaces can be used to promote, catalog, and sell our products. T-shirt is chosen to be out primary product because it’s loved by many people and easy to use as communication to people, proven by the success story of Creepillusion, Online Ceramics, and Creepy co.. Illustration style that is adapted as visual identity would consist comic-style watercolor and ink. It provides beauty that is appropriate to people while still manage the sense of fear.

Keywords: Apparel, Indonesia, Pop Culture, Urban Legend, Visual Identity