

ABSTRACT

While folk music has flourished in the last 10 years, especially independent musicians are contrasting with the lack of spotlight obtained by local independent musicians, such as Rasukma who will release his first album in 2020 but do not yet have a visual identity for his album titled Inti Bumi. The need for collectable values created from album functions today makes musicians need other ways to market their work, not just music. Graphic design is also one of the ways, because a visual can create music listeners more easily recognize musicians and his work more quickly as a music group that will release his first album Rasukma does not yet have a visual identity to promote his work. Based on this background, the author seeks to design a visual identity for the media promotion of Inti Bumi album belonging to the Rasukma music group that matches the message and concept of the album, creating an album that can provide experience and have collectable value items, in order to promote it well. By using qualitative methods such as data collection, observation, interviews, and library studies in accordance with the design and analyze the data using a matrix and SWOT comparison method to get the design concept results. The design of this final project is expected to create a visual media identity design promotion on the album Inti Bumi belonging to the music group Rasukma, which aims to create interest in music lovers to listen / buy the Inti Bumi album as an album that has collectable value and brand awareness.

Keywords: Music Albums, Folk Music, Visual Identity.