

ABSTRACT

MERCHANDISE DESIGN WITH VISUALIZATION INSPIRED FROM THE ONLINE GAME TOWER OF FANTASY

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Generally merchandise is issued by companies such as banks, mobile operators, airlines, etc. However, today's adult communities also have their own merchandise to express their interests. One of these communities is a community called Ministry, an online community for the Tower of Fantasy game. Some of their activities are playing together and attending conventions. Ministry members came to the convention to take part in a series of existing events or to look for Tower of Fantasy merchandise. Based on the results of interviews with Konstanze (2022), it is known that the products being developed as merchandise include; mouse pads, posters, tumblers and t-shirts with Tower of Fantasy logos or characters printed on them. Among these products, the community has not worked on fashion products. From the phenomenon above, there is an opportunity to develop merchandise in the form of fashion products with visualizations inspired by the online game Tower of Fantasy for this community.

This research uses qualitative methods and through literature analysis studies, journal data, books and online observations, as well as exploration. This writing aims to develop merchandise with visualizations inspired by online games as an alternative fashion product and business opportunity for the Tower of Fantasy community. After this research was completed, there was a collection of merchandise in the form of fashion products inspired by the online game Tower of Fantasy.

Keywords: *Merchandise, Online Game, Tower of Fantasy*