ABSTRACT

Dark Art is an art style with a definition of being "dark" or darkly atmospheric, creepy, disturbing, and highly mysterious. Classified under many names such as, horror, metaphysical, nightmare, and disturbing, it falls into a culmination of techniques and styles. Dark art often explores themes that are considered taboo or unsettling in mainstream society, such as death, happenings, and the supernatural. Dark colour palette Dark art often features a limited colour palette with an emphasis on dark colours such as black, red and grey. eerie atmosphere Dark art creates an eerie or unsettling atmosphere through the use of lighting, composition and texture. unsettling imagery Dark art features unsettling or disturbing images that challenge the viewer's perception and push boundaries. Dark art experimentation often involves using unconventional materials, techniques and media to create unique and unsettling effects. common features of dark art The use of symbolism and metaphors to convey themes of death, decay and the supernatural, The first dark clothing brand to emerge in Bandung in 2003 was Maternal Disaster. In general, this clothing is used in music events, horror movies and metal. This design tries to explore how a dark art zine can be used as an alternative media in exploring the development of dark clothing brands and introducing dark clothing brands in Bandung, as well as finding out how zines can help in expanding the reach of local designers' works.Reference media is very effectively used by graphic designers who are interested in the characteristics of dark art and dark clothing brands, resulting in increased business opportunities for graphic designers who target dark clothing brand activists. This research aims to describe the dynamics of the development of dark clothing brands in the city of Bandung, using qualitative research methods as data collection methods. The approach was conducted with the aim of presenting information about dark art and the development of dark clothing brands in Bandung objectively and comprehensively. Data analysis was designed using matrix analysis method with reference to similar art projects, the results of the analysis were used to develop a media strategy. The proposed media strategy is to create a dark art zine that highlights the development of dark clothing brands in Bandung. The main goal is to produce a media that not only provides accurate, but also creative, information about the evolution and actors in the world of dark art/dark clothing brands in Bandung. This zine is also expected to strengthen references and visibility in the world of local clothing brands.

Keywords: *Dark Art, Dark Clothing Brand, Zine.Bandung*