

FINAL PROJECT

DESIGN OF AN ILLUSTRATION BOX SET FOR THE SONGS OF THE BAND THE SIGIT USING CHARLES SANDERS PEIRCE'S SEMIOTIC THEORY APPROACH FOR AGES 18–25

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



By:

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**VISUAL COMMUNICATION DESIGN PROGRAM
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR**

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APPROVAL PAGE

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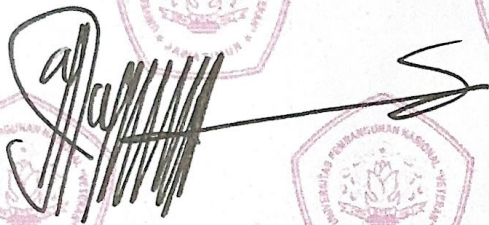
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On ²⁸ April 2026

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AGREEMENT PAGE

**DESIGN OF AN ILLUSTRATION BOX SET FOR THE SONGS OF THE BAND
THE SIGIT USING CHARLES SANDERS PEIRCE'S SEMIOTIC THEORY
APPROACH FOR AGES 18-25**

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ABSTRACT

The development of merchandise in today's music industry no longer functions solely as a promotional medium, but also as a form of visual communication capable of building emotional connections between bands and audiences. The Sigit is known for its strong visual identity through physical releases and distinctive merchandise illustrations. However, based on observations and questionnaire results, most band merchandise still focuses only on logos and general visual identities, while song lyrics are rarely explored as the main source of meaningful visual representation. In fact, 91.43% of respondents stated that they were interested in merchandise that visually represents their favorite songs. Therefore, this project aims to design a promotional medium that translates song lyrics into emotional, interactive, and exclusive visual works.

This project uses a mixed-method approach through qualitative and quantitative research methods. Data were collected through interviews, observations of official merchandise, documentation, and questionnaires distributed to The Sigit fan community known as "Insurgent Army." Additional analyses including 5W+1H, consumer insight, consumer journey, existing studies, and data synthesis were conducted to formulate the visual concept and design strategy.

The final outcome of this project is an illustration boxset titled "*Anthem*", consisting of five editions based on five popular songs by The Sigit: *All The Time*, *Black Amplifier*, *Conundrum*, *Horse*, and *Owl and Wolf*. The design applies Charles Sanders Peirce's semiotic theory through the use of icons, indexes, and symbols to translate song lyrics into surreal illustrations while maintaining The Sigit's visual identity. The boxset is supported by additional media such as posters, visual books, t-shirts, tote bags, guitar picks, keychains, and Augmented Reality (AR) features to create a more interactive experience.

This project is expected to become an innovative promotional medium that enhances audience appreciation of The Sigit's song meanings while strengthening the emotional connection between the band and its fans through interactive and exclusive visual experiences. Furthermore, this project is expected to serve as a reference for the development of creative merchandise in Indonesia's independent music industry.

Keywords: Boxset, song illustration, Charles Sanders Peirce semiotics, merchandise, The Sigit, Visual Communication Design.

STATEMENT OF FREE PLAGIARISM

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Declare that this Final Project academic document does not contain any portions of other academic works that have been submitted to obtain an academic degree at a Higher Education Institution, and also does not contain works or opinions written or published by other individuals or institutions, except those explicitly cited in this document and fully listed in the bibliography.

I further declare that this scientific document is free from any elements of plagiarism. Should any indication of plagiarism be found in this thesis in the future, I am willing to accept sanctions in accordance with applicable laws and regulations.

I hereby make this statement in good faith, without coercion from anyone, and for use as intended.

Surabaya, 20 April 2026

Who Made The Statement



Hilal Alfi Firdaus

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FOREWORD

All praise and gratitude be to Allah SWT for His abundant mercy, guidance, and blessings, which have enabled the author to complete the final project entitled “*Designing an Illustrated Boxset of The Sigit Band’s Songs Using Charles Sanders Peirce’s Semiotic Theory Approach for Ages 18–25*” successfully. This final project was written as one of the requirements for obtaining a Bachelor’s Degree in Visual Communication Design at Universitas Pembangunan Nasional “Veteran” East Java. During the preparation process, the author received extensive guidance, direction, and support from various parties, both directly and indirectly. Therefore, the author would like to express sincere gratitude to:

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2. To my parents and family, who have always provided prayers, encouragement, and both moral and material support.
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12. To all parties who cannot be mentioned individually, who have provided assistance, both directly and indirectly, in the preparation of this report.

The author realizes that this report still has shortcomings, both in terms of content and presentation. Therefore, constructive criticism and suggestions are greatly welcomed for future improvement. It is hoped that this report can provide benefits to readers.

Surabaya, 20 Mei 2026

Author

Hilal Alfi Firdaus

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CHAPTER I

INTRODUCTION

1.1 Background

According to (Jaya, 2023, p. 6), music is something that can be heard but has no physically visible form. When music is represented through language or written description, it does not stand alone as a physical object but becomes part of a medium or other object that supports its representation. According to the Kamus Besar Bahasa Indonesia (Great Dictionary of the Indonesian Language), music is the science or art of arranging notes or sounds in sequence, combining them, and connecting them temporally to form a composition that possesses unity and continuity, as well as containing rhythm, melody, and harmony, using instruments that produce sound.

As human civilization has evolved, music has undergone significant changes. While music was once used as part of rituals and the spread of religion, it has now become an inseparable part of human life. Music is inseparable from culture, as it has evolved into an art form that provides pleasure and entertainment for its listeners (Siswantoro, 2021)

Music is one of the creative economy subsectors that continues to grow with significant potential and rapid expansion. The Ministry of Tourism and Creative Economy (Kemenparekraf)/Baparekraf of the Republic of Indonesia stated on Tuesday, April 4, 2023, on its official news portal that the music creative economy industry contributed Rp 5.98 trillion to the national GDP in 2021, with the number of workers in the music subsector reaching 62,479 people. Therefore, the Minister of Tourism and Creative Economy encourages young Indonesian talent to continue innovating, adapting, and collaborating to capitalize on opportunities within the domestic music industry. Previously, on Thursday, March 9, 2023, the Ministry of Tourism and Creative Economy/Baparekraf also stated that current advancements in technology and the internet have greatly facilitated local musicians in creating musical works. Musicians can now produce high-quality songs anywhere and share them with a wide audience simultaneously. Technology offers convenience in various aspects, including creating works, producing music independently, and distributing it widely without having to rely on others. This has also supported the emergence of many indie bands in Indonesia, as more opportunities and support for local musicians' creativity have opened up..