

CHAPTER V

CONCLUSION

5.1 Conclusion

The design of the song illustration boxset for The Sigit using the semiotic theory approach of Charles Sanders Peirce was carried out as a response to the limited exploration of visual music merchandise capable of conveying lyrical meanings deeply to audiences aged 18–25 years. Based on the results of observations, interviews, questionnaires, and the analysis of primary and secondary data, it was found that music fans not only pay attention to the visual aspects of merchandise but also desire works that possess emotional, symbolic, and representative value toward their favorite songs.

Through the design process, which included data collection, semiotic analysis of song lyrics, visual concept development, and design validation, an illustrated boxset entitled “Anthem” was produced, containing five song editions: All The Time, Conundrum, Horse, Owl & Wolf, and Black Amplifier. Each edition was designed with surreal illustrations representing the meanings of the lyrics through icons, indexes, and symbols in accordance with the approach of Charles Sanders Peirce.

This boxset functions not only as merchandise but also as a visual communication medium and interactive promotional medium capable of strengthening the emotional connection between the band and its fans. The presence of supporting media such as visual books, posters, and Augmented Reality (AR) features also provides a more exclusive and immersive experience for audiences.

This design project is expected to become an innovation in the development of music merchandise in Indonesia, while also serving as a reference for musicians and visual designers in transforming song lyrics into visual works that are communicative, artistic, and meaningful.

5.2 Suggestions

In the further development of the The Sigit song illustration boxset design, it is suggested that deeper visual exploration of the band's entire song catalog be conducted so that the variety of visual concepts can become richer and more diverse. In addition, the presentation of semiotic analysis within the visual book can be made more detailed and systematic so that audiences can more easily understand the relationship between lyrics, symbols, and the displayed illustrations.

The development of interactive features can also be improved, for example through the optimization of Augmented Reality (AR) technology with more dynamic animations, additional audiovisual elements, or the integration of other digital media so that the user experience becomes more immersive and engaging. Furthermore, supporting media such as posters, apparel, and accessories can be developed with a wider variety of designs to increase collectible value for fans.

This design project is also expected to serve as a reference for future research and design works, particularly in the fields of visual communication design, music merchandise, and the application of semiotic theory in visual media. With further development, music illustration boxsets can function not only as merchandise products but also as media for artistic appreciation and creative as well as educational interpretation of song meanings..