

FINAL PROJECT

DEVELOPMENT OF VISUAL IDENTITY ILLUSTRATIONS OF BOXSET KOMUNAL BAND

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



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Declare that in this Final Project scientific document there are no parts of other scientific works that have been submitted to obtain an academic degree in a Higher Education Institution, nor are there any works or opinions written or published by other persons/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future indications of plagiarism are found in this Thesis, I am willing to accept sanctions in accordance with the applicable laws and regulations.

Therefore, I made this statement honestly without any coercion from anyone and to be used as it should.

Surabaya, June 17, 2026

Who made the statement


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ABSTRACTx

Band Komunal is a heavy metal band from Indonesia that has been active for more than two decades and has a strong musical character and a loyal fan base. In the midst of an increasingly competitive music industry, Komunal Band needs a visual identity that is able to strengthen the band's image while building an emotional closeness with its fans. One of the media that has great potential for this purpose is merchandise in the form of exclusive boxsets that not only function as commercial products, but also as a visual representation of the characters and values carried by the band.

This design aims to develop illustrations as a visual identity on the Komunal Band merchandise boxset to be in harmony with the musical characters, image, and target audience aged 18–27 years. The methods used in this study are qualitative and quantitative methods through interviews, observations, literature studies, and the distribution of questionnaires to fans of the Komunal Band. The data obtained was then analyzed using the 5W+1H approach, consumer insight, and consumer journey to produce a design concept that suits the needs of the audience and the band's character.

The result of this design is a merchandise boxset that integrates illustrations, typography, colors, and layouts consistently with the visual identity of the Komunal Band. The visual concept applied adapts the feel of heavy metal with an expressive and artistic illustration approach to strengthen the visual character of the band. The media designed includes the main boxset and supporting media such as t-shirts, posters, sticker sets, buff bandanas, and physical albums designed as a visual unit.

The application of illustration as the main element in the boxset is expected to increase the visual appeal of the merchandise while strengthening the emotional connection between the Komunal Band and its fans. In addition to being a promotional medium, this merchandise also serves as a means of visual communication and a symbol of fan loyalty to the band. Thus, this design is expected to help build a stronger, consistent, and relevant image of the Komunal Band in the midst of the development of the Indonesian music industry.

Keywords: visual identity, illustrations, merchandise, boxsets, Komunal Bands.

FOREWORD

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The author realizes that this report still has shortcomings, both in terms of content and the way it is presented. Therefore, the author really hopes for constructive criticism and suggestions for future improvement. It is hoped that this report can be beneficial for readers, especially in an effort to reintroduce rock music in Indonesia.

Surabaya, 21 November 2025

Author

Hanafi Moeslim

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