

CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the design and analysis process that has been carried out, the development of illustrations as a visual identity on the Band Komunal merchandise boxset is an effective strategy in strengthening the band's image and building an emotional attachment with fans. Merchandise not only serves as a supporting product, but also serves as a visual communication medium that represents the character, values, and musical identity of the Komunal Band.

Through qualitative and quantitative research on audiences aged 18–27 years, a design concept was formulated that prioritizes heavy metal visual styles with the use of integrated illustrations, contrasting colors, strong typography, and consistent layout. The final design result in the form of a merchandise boxset with various supporting media shows an increase in aesthetic value and exclusivity, so that the boxset is expected to be a promotional medium as well as a collection object that strengthens the relationship between the Komunal Band and its fan community.

5.2 Suggestion

The design of visual identity through the Komunal Band merchandise boxset can still be further developed by maintaining visual consistency on each release so that the band's image is stronger and easier to recognize. The development of media variety, material exploration, and collaboration with illustrators or other brands can also be strategies to increase the value of exclusivity and product appeal. In addition, this work is expected to be a reference for students and practitioners of Visual Communication Design in designing music merchandise that is not only visually appealing, but also able to convey identity and build emotional closeness with the audience.