

FINAL PROJECT

VISUAL MERCHANDISE DESIGN FOR ONDOMOHEN 1896 TO DIFFERENTIATE THE BRAND AMONG GENERATION Z

To Fulfill Part of the Requirements for a Bachelor's Degree (S-1)



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PROGRAM FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL VETERAN JAWA TIMUR
2026**

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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 21, 2026

Who Made the Statement



Nabila Kusuma Wardani

Abstract

Tourism and the creative economy are two interrelated sectors that play a strategic role in shaping a city's image and competitiveness. Several regions in Indonesia have successfully developed creative products as tourism icons, such as Joger in Bali and Dagadu in Yogyakarta. However, Surabaya has yet to establish a design product that strongly represents its visual identity while remaining relevant to younger generations. This situation presents an opportunity to develop creative products that function not only as souvenirs but also as media with symbolic and emotional value.

This project focuses on developing Odomohen 1896's product design as a strategy to support Surabaya's tourism through a visual merchandise approach targeting Generation Z. A mixed-method approach was employed, combining qualitative and quantitative methods, including a literature review, interviews with the owner of the Odomohen 1896 brand, and an online questionnaire distributed to respondents aged 17–30. The data were analyzed descriptively to understand visual preferences, consumption behavior, and audience perceptions toward locally inspired products.

The findings indicate that Generation Z prefers products with strong visual design, exclusive value, collectible characteristics, and the ability to represent identity and pride in their hometown. Merchandise is perceived as a medium of self-expression and emotional attachment. Based on these findings, this design project develops Odomohen 1896 as a collectible product line featuring a fresh, contemporary, and trend-adaptive visual style by incorporating elements such as city icons, local dialect, and Surabaya's historical values.

Through this visual merchandise design, a concept is created that distinguishes Odomohen 1896 within the Generation Z market while offering products that are not only functional but also carry representational value and an emotional connection to the identity of Surabaya.

Keywords: Generation Z, collectible products, Surabaya city

FOREWORD

Praise and thanks be to Allah SWT for all His blessings and grace, enabling the author to successfully complete this Final Project. The author would like to express gratitude to all parties who have provided support, assistance, and prayers throughout the process of compiling this Final Project, especially to the academic advisor, family, and friends who have consistently offered encouragement.

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The author is aware that this final project is far from perfect. Therefore, the author greatly welcomes criticism and suggestions. May this work be beneficial to both the author and the readers.

Surabaya, October 10, 2025

Nabila Kusuma Wardani

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