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ILLUSTRATION AND MEDIA PROMOTION DESIGNS FOR THE BAND GODLESS SYMPTOMS' NEW ALBUM

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ABSTRACT:

Underground music in Indonesia in the digital era is starting to have a strong passion, seen from the many new bands that have sprung up from various types of underground music genres. The underground music scene in Indonesia looks very different between then and now, because at this time most people prefer to listen to a song through digital streaming services and there is also a lack of public appreciation for a work created by each band. The existence of a piece of music is closely related to graphic design. Several graphic design products are generally used as a supporting medium for music, including album covers and various kinds of merchandise which are produced as supporting media in promoting the album and the band itself. Godless Symptoms is an underground hardcore, crossover thrash band from Bandung that was formed in 2003 and has had 4 studio albums to date. The final design work entitled "Designing the Latest Album Cover Illustration for Godless Symptoms and Media Promotion" aims to create a visual identity that is characterized by the graphic design of the album and the promotional media used, and aims to make Godless Symptoms more widely known to the public and have good Figure of other underground bands. The design of the new Godless Symptoms live album entitled "*Live at Extreme Moshpit Studio*" applies the theory and concept of the Dark Art or Artwork Design style as an illustration, and the promotional media used includes visual communication media related to music, such as physical releases, merchandise, and social media. Through this design, it is hoped that the public and underground music lovers can appreciate music again properly, such as buying physical releases from popular musicians, buying merchandise or attending concerts from popular bands by buying concert tickets. So that in the end the beloved band gets an appreciation of a work that has been created, and the band can continue to work, last a long

time and be able to compete by producing a work that is better than other bands and the underground music scene in Indonesia can continue to grow and return. active in appreciation and favored by the music lover community.

INTRODUCTION

Hardcore is a genre of punk rock and a sub-culture that was born in the late 1970s. Hardcore music is faster, louder, and more aggressive than other forms of punk rock. Its origins can be traced to earlier punk movements in San Francisco and Southern California that emerged as a response to the hippie culture that was still dominant at the time. Hardcore is also inspired by New York punk rock and proto-punk. New York's punk voice is louder than its San Francisco counterpart, and features an anti-artistic expression of anger, energy, and manly subversive humor. Hardcore also rejects commercialism, the advancement of the music industry, and anything resembling mainstream rock and frequently addresses social and political topics with confrontational and politically charged lyrics. Hardcore was also a contributor to the US underground movement in the early 1980s, particularly in Washington DC, New York, New Jersey, Philadelphia, and Boston, as well as in Australia, Canada and the United Kingdom. This music also spawned straight edge and related sub-movements, hardliners and youth crews. Hardcore was also involved in the emergence of many independent record labels in the 1980s as well as its self-driving ethos in the underground music scene. It has also influenced many musical genres that have had great commercial success, such as alternative rock and thrash metal. While traditional hardcore has hardly been successful in the mainstream commercially, the genre's early pioneers have gained a lot of appreciation over time. Like the Black Flag album "Damaged", Minutemen "Double Nickels on the Dime", and Hüsker Dü "New Day Rising" finally entered the 500 Best Albums of All Time, Rolling Stone's version in 2003 and one of the Dead Kennedys albums has received a gold certification. for 25 years. In 2011, Rolling Stone writer David Fricke ranked Black Flag's Greg Ginn at number 99 on the Top 100 Guitarists list. Although the music genre started in English-speaking Western countries, hardcore is also widespread in Europe, Africa, Asia and Australia. Hardcore music is divided into two periods or eras, namely, Oldschool Hardcore and Hardcore Newschool. The names Oldschool and Newschool emerged when hardcore musicians began to incorporate new colors into their music, such as incorporating metal nuances in their musical characters and calling these musical characters Hardcore Newschool. Meanwhile, Oldschool Hardcore is given to hardcore musicians who still use the old hardcore musical character because the musicians still use punk music as the basis for their music and broadly speaking, the characters of hardcore music are fast tempo, thick and heavy guitar sound. Hardcore can also be categorized as indie music, indie comes from the word Independent which means independent, free, independent, and does not depend on anyone. Indie music stems from the difficulty of several band groups who have idealism in music to enter the recording kitchen because of the conflict of interest between the record company owner and the idealism of the band itself, so some of the record companies think that this genre of music cannot be enjoyed by the public, they

do not have quality and does not follow the current music market. More underground hardcore bands choose the indie route because the music they perform has its own market and has a different character from other types of music. Hardcore music entered Indonesia in the late 1980s. With the existing phenomenon, some of the punk community started to give birth to hardcore communities, so that hardcore music in Indonesia is very thick with punk colors. At this time the development of hardcore music in the city of Bandung is very fast. Band names such as Godless Symptoms, Bars, Fangs, Under 18, Lose It All, Outright, Injected, and Komplete Control are some of the hardcore bands that have had their own time or are their music lovers. The success of these hardcore bands is not only supported by their experience in Live Performances, but also supported by sales of Merchandise, Cassettes, CDs (Compact Disc) or Vinyl, whether in the form of LP, EP or Single Albums that they produce. And from every album, EP, or single from every hardcore band, there must be a visual illustration on each cover that makes an identity of the Album, EP, or Single they put out and it is the visual illustration that seems to represent or describe the whole thing. The album, EP, or single. Hardcore music has given its own nuances in the music world in Indonesia. Even though as it is called, underground moves and tends to circulate only among themselves, its influence is now increasingly widespread, especially among teenagers.

LITERATURE REVIEW

Illustration

An illustration is a brief description of a sequential storyline to better explain a scene. (Kusmiyati, 1999: 46). In general, illustration is always associated with explaining a story.

Illustration Figures are pictures or other visual forms that accompany a text, the main purpose of the illustration is to clarify the text or writing where the illustrations were collected (Encyclopedia Americana, 1990, No; 14: 787). Thus, an illustration Figure is an Figure that tells a story that has a theme in accordance with the theme of the story's content. Illustration or in English illustration comes from Latin, namely "illustra'tio". Illu'stro means to explain, to radiate.

Illustrative Figures begin with an attempt to use pre-written graphics, which are only to be of mark value or to satisfy aesthetic satisfaction, as a substitute for words and verbal validations. The walls of the Lascaux cave do not yet contain the code that forms them into language but have shown a message so that an attempt to carve ideas into them in Figures that are symbolic or magical.

Prof. Wilbur Schram states that "We cannot communicate" (Effendy, 2000: 1). Communication is a very fundamental need for a person in social life. The factor for maintaining survival is what encourages humans to communicate. The illustration Figure is a way of communication between a person and another person, even in primitive societies that try to express the contents of

the story through pictures. inscriptions on animal skins and stone statues, respectively, can be mentioned the use of letters in Egypt, the alphabet in Phunisia, ancient Greek letters, Latin letters, the first book printing in China, the use of ink and paper in Persia and Europe around the 12th century. During the Roman Empire, several surviving Roman manuscripts from the fourth century A.D., show that illustration, Figure is more important than decoration. This period reached its heyday when German Guttenberg succeeded in inventing the world's first printing press in 1440. This discovery is considered the beginning of the communications revolution. In connection with this printing skill, there are new opportunities for humans to communicate with a greater number of people. Then in the next period the introduction of printing in the XV century was able to reach new and wider readers who often needed an Figure to clarify the text. The days of Art Nouveau and Avant Garde in the West were a period of illustration growing rapidly in the middle of the industrialized world until the time of World War II, campaigns produced political propaganda and posters related to goods and services. (Encyclopedia Americana, 1990, No; 14: 788).

In the twentieth century, the role of illustration is very useful for the development of literature, especially in print and television media. Illustration develops and becomes a phenomenon that colors the advertising world along with other elements such as typography, layout, advertising and others.

Illustrations According to Experts

- According to Rohidi (1984: 87), illustration is a depiction of a visual element to explain, explain, and beautify a text, so that readers can feel directly through their own eyes, the nature and impressions of the stories presented.
- According to Soedarso (1990: 1), illustration is a painting or art in the form of Figures that are perpetuated for other purposes, which can provide explanations and accompany an understanding, for example, such as a short story in a magazine.
- According to Martha Thoma (1994: 171), that the definition of illustration in relation to painting develops along the same path in history and in many ways, they are the same. Traditionally both have taken inspiration from literary works; it's just that paintings are made to decorate walls or ceilings, while illustrations are made to decorate the script, to help explain stories or record events.
- According to Fariz (2009: 14), illustration is a form of expectation of impossibility and nothing is much different like wishful thinking, which is virtual or virtual.

The role of illustration

The role of the illustration is as follows:

- Illustrations can attract attention. A cover of a music album, book or magazine that is not accompanied by pictures or Figures that are less attractive, will be bland and less attractive to everyone.

- Provides a visual Figure contained in the contents of a writing related to the story that is conveyed in representing it in the form of Figures (Peck, 1987).
- Make it easy to understand a reading or something. Illustrations serve to facilitate understanding of the text and can also describe semantic processes by providing connections for text elements in other words bringing words and sentences together in an Figure (Pagie, 2004).
- The presence of illustrations in the story causes the text to be read periodically and then pay attention to whether it is directed to the illustration (non-verbal reading) at the same time trying to find the relationship between the text and illustrations, during this process both hemispheres are involved in storing deeper memories of the information just entered (Ghazzanfari, 2014).

Illustration Functions

The illustration functions are as follows: (Arifin and Kusrianto, 2009: 70-71)

- Descriptive Functions. The descriptive function of illustration is to replace a verbal and narrative description of something by using long sentences. Illustrations can be used to illustrate so that they can be faster and easier to understand.
- Expressive Functions. The expressive function of illustration is to show and express an abstract idea, feeling, purpose, situation or concept into a real one so that it is easy to understand.
- Analytical or structural functions. Illustrations can show the details of part by part of an object or system or process in detail, so that it is easier to understand.
- Qualitative Function. This function is often used to create lists, tables, charts, cartoons, photos, drawings, sketches and symbols.

Illustration Style

The style of an illustration depends on the illustrator using it. The styles that are often used by illustrators today, using both traditional and modern techniques, include:

- Realist

Realist illustration style is a drawing style that refers to the similarity of objects that are drawn, real, and actually exist.

- Surreal

Surrealist illustration style is a drawing style that focuses on fantasy, not real, mystery, and sometimes uses a metaphorical approach, hyperbole, humanoid, and so on.

- Cartoon (Cartoon)

Cartoon illustration style is a drawing style that has a cute, colorful, and interesting impression to look at.

- Caricature

Caricature illustration style is a drawing style in which the proportions of the character (ob-jek) are ignored, usually the character's head is bigger than the body, including the hands and feet. A caricature emphasizes the details of a face, but is still rich in expression.

- Japan Style

The illustration style Japan Style is a drawing style that refers to the drawing style of Japanese manga (comics), which is famous for the big eyes of the characters, rich hair colors, and unusual character gestures.

- American Style

The American Style illustration style is a drawing style that refers to American Figurery that is mostly about heroism, with the character's muscular body, rectangular face, and sometimes exaggerated effects.

- Pop Art

Pop Art illustration style is a drawing style that overlaps one object with another, and sometimes the objects are not interrelated, but can give meaning and meaning. Pop art can be photographs, or illustrations, or both combined together, of course with an effect that makes this illustration style easy to recognize.

- Photography

Illustration style in the form of photography is an Figure style by combining several photos into an illustration design. This illustration style is no less powerful than the handmade illustration style. This illustration style is more widely used in the graphic design world today.

Illustration Techniques

Techniques in making illustrations are increasingly developing, in line with the times. At this time, illustrators use a lot of various techniques in making an illustration, and in general the creative process is divided into two, namely manual techniques (traditional) and digital techniques (modern).

- Manual Engineering (Traditional)

This manual or traditional technique is a technique of making illustrations that still uses manual tools such as pencils, drawing books, drawing pens, crayon, brushes, paints and so on. Which usually starts from a point that forms a line to finally become an illustration.

- Digital Engineering (Modern)

Digital technique is a technique of making illustrations that are made using a computer with various kinds of Figure processing software in the form of vectors, bitmaps, and so on. In digital techniques, we no longer need manual drawing tools because in the digital method we are able to make an illustration, starting from the sketch stage to completion with various tools that have been provided by the Figure processing software.

Digital methods and manual methods can also be combined to create an illustration, for example, sketching an Figure with a pencil and then scanning it and finishing it using a computer.

Promotion Theory

Definition of Promotion

The product has been created, the price has also been set, and the place (layout location) has been provided, meaning that the product is really ready to be marketed and sold. In order for the products offered to be sold to the public, people need to know the presence of the product, the benefits of the product, the price, where it can be obtained and the advantages of the product

compared to competitors' products. One way to inform or offer a product to the public is through the means of promotion. Promotion is an activity carried out to convey a certain message about a product, whether a product or service, a trademark or company, etc. to consumers so that it can help marketing and increase sales. Philip Kotler (1997, 142) defines promotion as an activity carried out by a company to communicate the benefits of its products and to convince consumers to buy. Julian Cummins (1991, 11) defines promotion as a series of techniques used to achieve sales or marketing goals using cost-effective, by providing added value to products or services either to intermediaries or direct users, and usually not limited to a certain time. According to Anton Tejakusuma (in Mega Super Salesman, 2010) promotion is an action that aims to increase sales, as well as a strategy to invite prospects through transactions. According to Saladin, promotion is a seller and buyer information communication that aims to change the attitudes and behavior of buyers, who previously did not know, become acquainted so that they become buyers and still remember the product. According to Fandy Tjiptono, in essence promotion is a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to spread information, influence or persuade, and remind the target market of its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. According to Stanson, promotion is the best combination of strategy variables of advertising, personal selling, and other promotional tools, all of which are planned to achieve the goals of the sales program. Meanwhile, according to Lamb, Hair, Mc-Daniel, promotion is communication from sellers that inform, persuade, and remind potential buyers of a product in order to influence their opinion or get a response. From these definitions, as an offering term, promotion is a company effort to influence customers or consumers to want to use the products or services offered by the company. Promotion includes the elements of providing information and influencing customer behavior. It can also be interpreted that promotion is an attempt by producers to communicate with customers in order to influence customers to take the action the company wants, namely having consumers.

Analysis and problem solving

Problem Solution

The strategy for solving problems in the promotional media of the latest Godless Symptoms live album is to create the right promotional media, according to the target audience and efficiently. Media promotion must be quickly accepted by the community by increasing direct selling. After analyzing, the writer designed and selected the media for the promotional media from the latest live album Godless Symptoms based on the theories that will be used. Previously, the writer wanted to describe in detail the strategy that will be used in this problem. Strategies needed in the process of conveying information effectively and efficiently. The methods commonly used are:

- Designing a communication strategy, to understanding the latest album Godless Symptoms to be communicated, understanding the content of each

song contained in the album and the meaning contained therein, mastering marketing and target acuity, so that an easy-to-understand and communicative approach can be concluded.

- Developing Creative Strategies, to optimize and maximize a promotion that will be carried out, develop a design or creative process by considering the vision, mission or meaning and meaning contained in the latest live album Godless Symptoms, so that the promotion process is more creative and effective.
- Mastering Media Strategy, so that messages and ideas can be directly received through the right medium according to the target audience.

Visual Approach Strategy

The visual that will be shown refers to the clarity of the delivery of information on a visual illustration of the cover of each song contained in Godless Symptoms' latest live album, entitled "Live at Extreme Moshpit Studio", where the illustration has the meaning and meaning of the latest album and illustration design. This will also be implemented into the promotion of Godless Symptoms such as CD (Compact Disc), Cassette, T-Shirt, Hoodie, Poster, Keychain, Sticker, Pin, Tote bag, and Pick Guitar.

Communication Strategy

In designing promotional media, communication strategies will play an important role so that messages and impressions that become information can be conveyed to the target audience, can be well received and understood and have the impression and interest in buying the latest released live album. Communication is carried out through a direct, personal and non-formal approach to the target audience using everyday language. The promotional media design for the latest live album Godless Symptoms is also packaged as attractive as possible.

Message Strategy

The message in designing illustrations from the cover of God's latest live album, Godless Symptoms and promotional media has the following objectives and methods:

- Purpose

The purpose of the message contained in designing the latest live album cover illustration from Godless Symptoms is to be able to attract the attention of the target audience so that it can be well received, and aims to raise the popularity of God-less Symptoms in the underground music scene and increase sales with attractive and effective promotions.

- Method

The method used in achieving the purpose of the message is making an illustration of the latest live album Godless Symptoms according to the appropriate concept, meaning and meaning of each song or album, and doing a promotion that can attract the attention of many of my targets. -diens.

Media Selection Strategy

Selection of promotional media is a matter of finding ways to convey the desired message or promotion to target audiences with the media and is cost effective and efficient, so as to be able to build positive perceptions about what the media will say about the products offered. The main media chosen by the writer in designing the cover illustration from the latest live album Godless Symptoms and also the promotional supporting media that will be used is the below the line media to make it more effective.

Visual Concept

Illustration

Illustrations are used to clarify and reinforce the message to be conveyed. The illustration that will be used in designing the cover for the newest live album from Godless Symptoms is a concept of dark art design or artwork design. This design process at the initial stage is done manually, using pencil and ink, to the scanning process and enters the digital coloring process, layout and the finishing process. The main idea of designing the visual illustration of the latest live album Godless Symptoms is a form of interpreting Godless Symptoms in the current state that is being felt and also a form of the return of Godless Symptoms in music in the underground music scene (hardcore), using the Godless Symptoms character, namely, Mr. Crossover and several other visual illustrations that will support the visual design of the new live album cover illustration from Godless Symptoms. The following is a selection of visual illustrations to use in designing the latest live album Godless Symptoms:



Figure 3.1 *Dark Art and Artwork Illustration*

Source: www.richeybeckett.com

Character (Mr. Crossover)

Mr. Crossover is one of the main visual illustrations that represent the current state of Godless Symptoms, such as in this latest live album and which will become an icon or a very important role in designing this latest live album visual illustration, this character has also been attached to Godless Symptoms and often used on his previous albums, this character will also be the main hallmark of the latest live album and the hallmark of Godless Symptoms.



Figure 3.2 *Godless Symptoms Character (Mr. Crossover)*

Skull and Graveyard

Visual illustrations of skulls and graves were chosen in the design of the illustration for the latest live album Godless Symptoms because it is to better present a state and atmosphere that is felt, as well as visuals that represent death, masculinity, and mystery, to fit the concept of the live album. Godless Symptoms.



Figure 3.3 Skull

Source: www.fineartamerica.com



Figure 3.4 Graveyard

Source: www.123rf.com

Blood Moon, Dark Cloud and Bats

Blood moon, dark cloud and bat represent anger, disappointment, disgust, tiredness and anxiety that come out, also add and make a very mysterious atmosphere to the illustration, and give a terrible impression, such as concept from illustrating the latest live album Godless Symptoms.



Figure 3.5 Blood Moon
Source: www.treehugger.com



Figure 3.6 Dark Cloud
Source: www.unsplash.com



Figure 3.7 Bats
Source: www.mysticquarry.com

Tree

The visual of the tree represents sadness and calmness, the tree is also believed to be a symbol of glory, eternity, strength and adds to the impression of an atmosphere full of mystery according to the illustration concept of the latest live album Godless Symptoms.



Figure 3.8 Tree
Source: www.viewbug.com

Typography

The typography concept to be used must be adapted to the concept of designing the latest live album illustration and promotional media from Godless Symptoms.

Luminari

Luminari is still a Blackletter or Gothic typeface, this typeface is a mix of high medieval writing, a blend that combines hand-drawn Church decorations with simple Karoling from the ninth to fifteenth centuries, Italian style and basically Romanesque style. This type of font was chosen in the design of the new Godless Symptoms live album because it has a classic character and a mysterious impression.

ABC Ò EFG Ħ IJKL Ñ
 OPQRSTUVWXYZÀ
 ÅÉÎ Õ Ø abcdefghijklm
 nopqrstuvwxyzàåéîõ
 €1234567890(\$£€.,!?)

Figure 3.9 Font Luminari
 Source: www.identifont.com

Arial

Arial is a Sans Serif typeface which consists of simple lines, this typeface does not have small strokes like the ends of the Serif characters, and this typeface is widely used to convey information, because this letter is fairly simple, easy to read and understand.

ABCDEFGHIJKLMN
 OPQRSTUVWXYZÀ
 ÅÉÎ Õ Ø abcdefghijklm
 nopqrstuvwxyzàåéîõ
 &1234567890(\$£.,!?)

Figure 3.10 Font Arial
 Source: www.identifont.com

Arial Black

Arial Black is a Sans Serif typeface, this type is still classified as the "Arial" typeface, which only distinguishes the thickness and this letter is said to have a firmer character, easy to read and understand.

**ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÁÊË
abcdefghijklmnpqr
stuvwxyzàáêíõøü&1
234567890(\$£€.,!?)**

Figure 3.11 Font Arial Black
Source: www.identifont.com

Georgia

Georgia is included in the Serif typeface which consists of a line with a small stroke, this letter is the original letter of the Latin alphabet. Has a classic character, easy to read and understand.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZÀÁ
abcdefghijklmnpqr
stuvwxyzàáêíõøü&1
234567890(\$£€.,!?)**

Figure 3.12 Font Georgia
Source: www.identifont.com

Color

The color concept used in designing the illustration for the latest live album from Godless Symptoms brings warm colors and a little cold colors and adds tones and shades to the colors to reflect a perceived state, so that it gives an emotional impression that fits the concept of the live album. this latest.

Red

The choice of red color in the visual illustration of the new Godless Symptoms live album will present strength, courage, passion and energy to call for action. Red is also known as the color of greatness in the world of romance as well as in the world of power, and also adds a dramatic and creepy impression to this design. Therefore, the red color was chosen as the color in accordance with the concept of designing this latest live album illustration.



Orange

Orange color or commonly known as orange is a mixture of red and yellow, orange was chosen in this design because it has meaning and meaning in accordance with the concept of the design of this latest live album, because this color represents enthusiasm, and is a symbol of wisdom, optimism, self-confidence and ability.



Green

The use of green in visual illustrations from the latest live album Godless Symptoms is to present life, tranquility, boredom and the current atmosphere or situation, such as the concept of the design of this latest live album illustration.



Brown

The color brown was chosen in the design of the illustration for the latest live album from Godless Symptoms because it represents sadness, depression, and it also represents a foundation and life force like the concept from the live album Godless Symptoms.



Black

Black is a very influential color in designing the illustrations for the latest live album Godless Symptoms, black represents strength, confidence, drama, sadness and death. The black color in this design will be the color of the illustration background, so that it gives the impression of being gloomy, creepy, dark and eerie, black is also an independent and mysterious color. Therefore, when combined with any color, black will look attractive and in accordance with the illustration design concept of the latest live album from Godless Symptoms.



Sketch

To designing a sketch of the illustration for the latest live album from Godless Symptoms, the author had previously conducted a survey and research on the concept of the latest live album Godless Symptoms. At the design sketch stage, the author makes several alternative sketches, and then does the design

at the initial stage with a manual process using pencil, ink, the scanning process until the final stage of digital coloring.

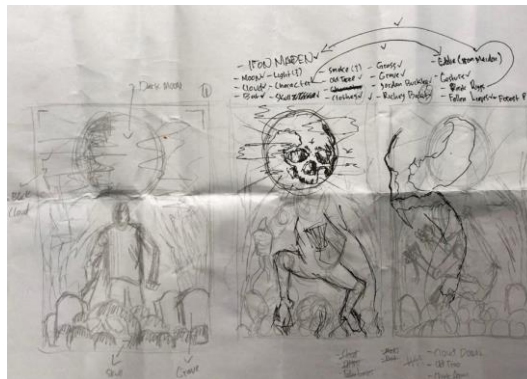


Figure 3.13 Alternative Sketch Design
Source: Personal Document



Figure 3.14 Designing Step Using Pencil
Source: Personal Document



Figure 3.15 Designing Step Using Ink
Source: Personal Document



Figure 3.16 Scanning Result
Source: Personal Document



Figure 3.17 Digital Colouring Result
Source: Personal Document

Design Results

Results of the designs are as follows:



Figure 3.18 Cover CD
Source: Personal Document





Figure 3.19 Cassette Cover
Source: Personal Document



Figure 3.20 T-Shirt
Source: Personal Document



Figure 3.21 Hoodie
Source: Personal Document

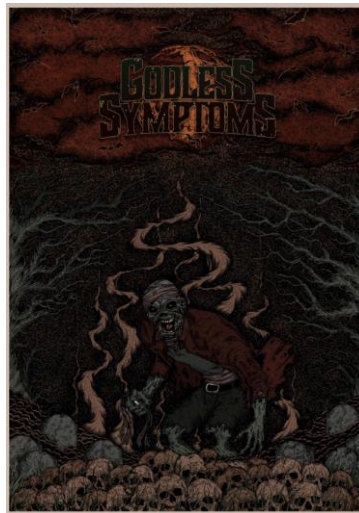


Figure 3.22 Poster
Source: Personal Document



Figure 3.23 Keychain
Source: Personal Document



Figure 3.24 Pin
Source: Personal Document



Figure3.25 Guitar Pick
Source: Personal Document



Figure 3.26 Sticker
Source: Personal Document



Figure 3.27 Totebag
Source: Personal Document

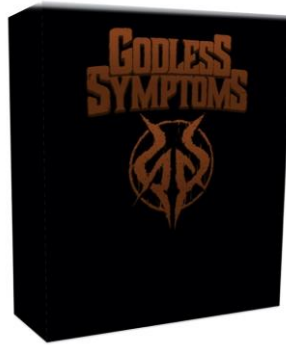


Figure 3.28 Box Set
Source: Personal Document



Figure 3.29 Facebook Header
Source: Personal Document



Figure 3.30 Twitter Header
Source: Personal Document



Figure 3.31 Promotion Flyer
Source: Personal Document

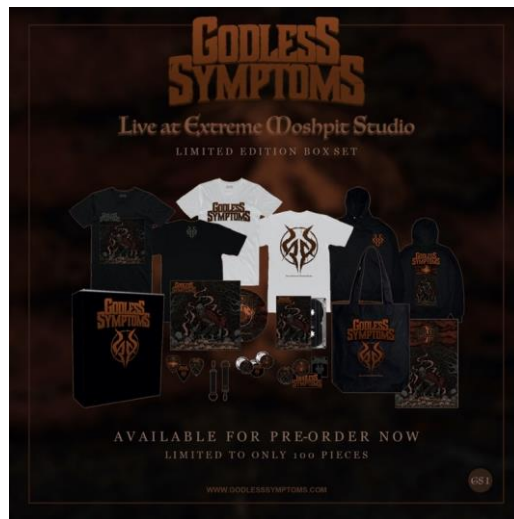


Figure 3.32 Promotion Flyer and Merchandise I
Source: Personal Document



Figure 3.33 Promotion Flyer and Merchandise II
Source: Personal Document

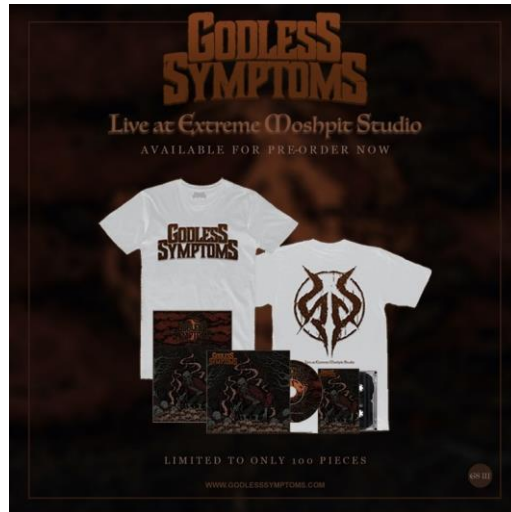


Figure 3.34 Promotion Flyer and Merchandise III
Source: Personal Document

CONCLUSION

As the end of the discussion, the author tries to draw conclusions and provide suggestions. This conclusion needs to be put forward in order to obtain a handle that can be used as material for knowledge of the problems discussed by the author. The suggestions given by the author are expected to be useful as input that can improve the business being run.

In today's digital era, it makes human life easier in all aspects, and in this digital era everyone can easily listen to a song from various types of music streams from their favorite musician or band with various streaming services that are widely found today. Based on the results of research analysis and illustration design of the latest live album Godless Symptoms and promotional media that have been made, the author can draw the conclusion that the design of the illustration of the latest live album from Godless Symptoms entitled Live at Extreme Moshpit Studio aims to create a visual identity. A band in today's digital era will not last long and will not be able to be known to many people if only releasing an album without something that catches the eye.

Due to the increasing competition and the number of newcomer bands emerging that attract more attention, a band needs to do something that can attract attention and carry out appropriate and effective promotions so that it can become everyone's attention. In designing the latest live album from Godless Symptoms, the writer also concludes that illustration plays a big and important role in a music album, in addition to being the identity and character of an album, the illustration on the album cover also differentiates it from other bands, the illustration on the album cover. can also make the initial attraction for everyone to want to listen to the album, and the illustration of the album cover is also a characteristic of the characteristics of a band. In addition, the form of design, layout and typography is a very important factor in designing the album cover illustration and the promotional media used, because to attract attention to a product being promoted, and the promotional

media used in promoting an album must be precise and attractive so that can attract everyone's attention to want to buy the album or product being offered. So that the album or product issued can attract consumers and make it easier to reach the target consumers and also the band can be known by more people and can create a good Figure and it is hoped that the band can continue to survive and can compete with other bands.

SUGGESTIONS

Based on the results of the conclusions, the writer would like to convey some suggestions to the reader, namely that the types of visual communication design concepts are very broad, so that in choosing a concept, it must be mature according to what you want to convey so that the objectives of the planned concept can be achieved, and selection Appropriate and unique promotion media will be able to attract consumers' attention, in choosing visual communication media should be adjusted to the intended target so that the information to be conveyed can be easily accepted by the target audience or target, such as in designing the latest live album illustration from Godless Symptoms this. Illustration in visual communication design turns out to be an option to promote a music album. Illustrations can be included in various visual communication media such as album covers, CD covers, cassette covers and promotional media. This can be used as an example of choosing a concept in advertising or promoting a product. As well as being additional insight for students, especially Widyatama University, it is hoped that it can be a reference in learning to design an illustration and also in promoting a product appropriately and in accordance with the product you want to offer in order to get positive results, and it is also hoped that it will always be support every band or musician that you like by buying a product that is offered from the band or musician, so that the band or musician can continue to work by producing better songs or works.

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