

PERANCANGAN MEDIA PROMOSI
BBS *HOME STUDIO RECORDING*

Oleh

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PROGRAM STUDI D-III DESAIN KOMUNIKASI VISUAL

ABSTRAK

Projek Tugas Akhir Perancangan Media Promosi BBS *Home Studio Recording* ini bertujuan untuk merancang media promosi yang lebih menarik untuk perusahaan rekaman musik BBS *Home Studio Recording* agar dapat semakin dikenal oleh masyarakat luas khususnya musisi/band dan orang-orang yang menggemari kegiatan bermusik yang berada di wilayah Buleleng maupun di luar Buleleng. maupun serta merancangan logo sebagai media utama dan media pendukung yang terdiri dari iklan instagram, video iklan instagram, kartu nama, poster, pick gitar, stiker, tote bag, dan t-shirt.

Proses merancang karya desain komunikasi visual ini diawali dengan proses pengumpulan data meliputi kegiatan observasi, wawancara, dan dokumentasi. Hasil perancangan desain komunikasi visual ini berupa sembilan jenis media yaitu sebuah logo BBS *Home Studio Recording* dan media pendukung yang terdiri dari iklan instagram, video iklan instagram, kartu nama, poster, pick gitar, stiker, tote bag, dan t-shirt.

Kata Kunci : Perancangan, Media Promosi, *home studio recording*, Desain Komunikasi Visual.

ABSTRACT

This Final Project Project for BBS Home Studio Recording Promotional Media Design aims to design a more attractive promotional media for BBS Home Studio Recording music recording companies so that they can be increasingly recognized by the wider community, especially musicians/bands and people who enjoy musical activities in the area. Buleleng and outside Buleleng. as well as designing a logo as the main media and supporting media consisting of Instagram ads, Instagram video ads, business cards, posters, guitar picks, stickers, tote bags, and t-shirts.

The process of designing this visual communication design work begins with a data collection process that includes observation, interviews, and documentation. The results of this visual communication design design are in the form of nine types of media, namely a BBS Home Studio Recording logo and supporting media consisting of Instagram ads, Instagram video ads, business cards, posters, guitar picks, stickers, tote bags, and t-shirts.

Keywords: Design, Media Promotion, home studio recording, Visual Communication Design.

