

ABSTRACT
VISUAL IDENTITY AND PROMOTIONAL MEDIA RE-DESIGNING OF
FESTIVAL *TJIMANOEK* INDRAMAYU

By

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Indramayu Regency on the northern coast of Java Island has many regional cultures and arts which are currently preserved by the local government and packaged into an event called the Festival Tjimanoeck, which is one of its goals, namely to introduce culture and art in Indramayu to the young generation of Indramayu. However, the young generation of Indramayu was less enthusiastic about the Festival Tjimanoeck. Therefore, this study aims to introduce the Tjimanoeck Festival to the young generation of Indramayu how important it is to recognize the culture and arts that exist through the Tjimanoeck Festival by redesigning visual identities and promotional media from the Tjimanoeck Festival. The methods used in data collection are structured interviews, literature studies, observations, questionnaires distributed to the target respondents, and samples distributed to five Indramayu residents aged 18 to 28 years. The methods used in data collection are structured interviews, literature studies, observations, questionnaires distributed to the target respondents, and samples distributed to five Indramayu residents aged 18 to 28 years. These data are analyzed using a comparison matrix. The results of the analysis then obtained an idea that is Limpah Ruah Budaya Indramayu which became the basis for the concept of visual identity redesign and the promotion media of the Festival Tjimanoeck. The design is focused on the elements of regional art as a reference in media visualization which includes logos, stickers, billboards, posters, x-banners, and other media. With this design, it can help the Culture and Tourism Office of Indramayu Regency to adjust visual identity and promotional media based on its target targets.

Keywords: Visual Identity, Media Promotions, Festival *Tjimanoeck*, Indramayu