

## **ABSTRACT**

Karawang was formerly known as the granary of rice, the city that produced the highest amount of rice. Karawang is also known for its culture and arts. Unfortunately, Karawang is now better known as an industrial city due to the many factories in the Karawang area. As a result of the shift in title, the culture and art of the city of Karawang became unknown to the public. Karawang itself has a big annual event aimed at preserving culture and art and the history of the Karawang district, namely Karawang Creative Night. The event has been held since 2015. Based on organizer data the number of visitors increases insignificantly every year. The visual identity of Karawang Creative Night itself does not yet reflect the city of Karawang. Therefore, the need for designing a visual identity for Karawang Creative Night to reflect the city of Karawang. This research was conducted with qualitative data collection methods such as literature studies, interviews, and questionnaires. And data analysis is done by applying the matrix and SWOT methods. The results of this study will be in the form of a visual identity design of the Karawang Creative Night event which will hopefully be able to attract visitors to Karawang Creative Night so as to introduce the arts and culture of Karawang.

Keywords: Karawang Creative Night, Visual Identity, Culture, Karawang