

## **ABSTRACT**

*Arranged by:*

Muhammad Rafli Aditia Putra Solihin

1601170040

*Distro is an industry that was born from a community of young people and has changed the city of Bandung in terms of economy and lifestyle. Distros have an important role in the development of the youth fashion industry, distributions are also part of the history of the development of subcultures in the city of Bandung. First appeared in 1996, 347 boadrider.co or better known as UNKL347 is the first distribution and as the beginning of the development of the fashion industry that was born in the city of Bandung. Thanks to the emergence of distros, many subcultures entered through fashion and hobbies, finally making distributions a tourist attraction in the city of Bandung. However, the distribution industry experienced a decline due to the emergence of online shops in 2015 and the COVID-19 pandemic in 2020, causing the distribution business to experience a decrease in the number of visitors. The distribution industry must be maintained because of its role for the city of Bandung, this can be started by reintroducing distributions to the general public. Media such as artbooks can package information about distributions by displaying attractive illustrations, making artbooks able to indirectly promote distributions. By making artbooks about distributions, assisted by data collection methods such as interviews, questionnaires, observations, and literature studies, then the data obtained were analyzed using the matrix analysis method to obtain conclusions that will be used as a reference in designing artbooks that discuss distributions in the city of Bandung. Not only that, the data obtained from respondents through questionnaires will also be used later to see opinions that can be taken into consideration during the design process. It is hoped that this illustrated artbook can help increase awareness and reintroduce the existence of distributions in the city of Bandung.*

*Keywords: Fashion Industry, Distribution, Bandung City, Artbook*