

ABSTRACT

Artists in Indonesia makes art community in order to develop local arts and culture to face the changing era. This art community becomes the place where artists exchange their thoughts, to growing local potential. One of this art community started in Klaten with the name “Paguyuban Senirupawan Klaten”. Unfortunately, people of Klaten are not familiar with this local art community. Methods of research that used by the author to assemble the data are observation, interview, questionnaire, and literature. Data collected will be analysed with STP and comparison matrix. The result of designing visual identity is necessary to generate image toward the citizen of Klaten along to help this local art community got their publicity. This design emphasize the use of Klaten cultural element as a visual reference for the media, which include logo, poster, flyer, banner, catalog, and others. This design is expected to support publicity of this Klaten fine art community and do citizen of Klaten proud.

Keywords : Pasren, local fine art community, visual identity, promotion media