

ABSTRACT

VISUAL COMMUNICATION DESIGN OF PEKAN KEBUDAYAAN ACEH (ACEH CULTURAL) EVENT IN NANGGROE ACEH DARUSSALAM

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PekanKebudayaan Aceh is a cultural event that has been held 5 times in Banda Aceh and it will be held again in this 2013. This event was held firstly in 1958 since the building process of Aceh after DI/TII around 1950. This event has an impact and a big opportunity for Nanggroe Aceh Darussalam cultural and tourism development, redesign is needed particularly in promotion media of Pekan Kebudayaan Aceh event, since the promotion media that has been done is still too minimum and it's causing the lack of knowledge and awareness of Aceh citizen toward the event.

Visual Communication Redesign in promotion media of Pekan Kebudayaan Aceh event is using an approaching concept towards 10 ethnic that exist in Aceh. It is expected to increase the awareness of Aceh citizen toward the event including the billboard, poster, calender event, x-banner, and etc. This promotion media design is expected to help the Cultural and Tourism Ministry of Banda Aceh in increasing the number of visitor and tourist in Pekan Kebudayaan Aceh event.

Key words: Pekan Kebudayaan Aceh, Promotion Media, Aceh Cultural