

ABSTRACT

Thesis title Analysis of Visual Consistency of Yayoi Kusama's Polka Dot Installation Works as Artist Identity, Faculty of Creative Industries, Fine Arts Study Program, Telkom University Bandung.

This research explores the concept of consistency in art, focusing on the use of polka dot visual elements in Yayoi Kusama's installation works. In art, consistency not only creates an artist's identity, but also expands the reach of the artwork to the public. Consistency in art can be seen as an exercise to achieve significant creative growth over time. Yayoi Kusama, an artist famous for her polka dots, illustrates how consistency creates identity and artistic success. The polka dot pattern becomes a powerful visual language in her work, reflecting her personal experiences and psychological state. This research explores how the polka dot pattern became integral to Kusama's identity and how it conveys profound artistic messages. Through a qualitative analysis of the phenomenon of consistency in the artist's work, this study seeks to understand the role of consistency in the contemporary artist's working process and how it shapes artistic identity. In conclusion, the visual consistency of polka dots in Yayoi Kusama's work makes a significant contribution to the development of contemporary art and becomes an identity that inspires younger artists.

Keywords: Installation Art, Yayoi Kusama, Polka Dot Pattern, Consistency.