

ABSTRAK

Bandung memiliki peran penting dalam perkembangan seni rupa Indonesia, salah satunya melalui kontribusi Setiawan Sabana dalam seni grafis kontemporer. Setelah kepergiannya pada 2023, karya-karya Setiawan terbengkalai di kediamannya. *Design Culture Lab* merespons dengan menyelenggarakan Pameran Arsip Setiawan Sabana sebagai bentuk pelestarian dan edukasi publik. Namun, pameran ini belum memiliki identitas visual yang merepresentasikan nilai moral, estetis, dan historis dari arsip yang ditampilkan. Perancangan tugas akhir ini bertujuan untuk membentuk identitas visual pameran melalui pendekatan *Brand communication* dan *Environmental Graphic Design (EGD)*. Metode yang digunakan meliputi riset visual pameran arsip sejenis, analisis konten arsip, hingga perancangan media grafis dan sistem navigasi ruang. Hasil perancangan meliputi logo, slogan, media cetak dan digital, serta elemen EGD yang mendukung pengalaman pengunjung pameran yang informatif. Proyek ini diharapkan membangun citra positif serta meningkatkan daya tarik dan jangkauan audiens terhadap Pameran Arsip Setiawan Sabana.

Kata Kunci: Brand Communication, EGD, Pameran Arsip, Setiawan Sabana

ABSTRACT

Bandung plays a significant role in the development of Indonesian visual arts, one example being the contribution of Setiawan Sabana in the field of contemporary printmaking. Following his passing in 2023, many of his works were left neglected in his residence. In response, Design Culture Lab organized the Setiawan Sabana Archive Exhibition as an effort toward preservation and public education. However, the exhibition lacked a visual identity that represents the moral, aesthetic, and historical values of the archived works. This final project aims to develop the visual identity of the exhibition through a Brand Communication and Environmental Graphic Design (EGD) approach. The methods used include visual research on similar archive exhibitions, content analysis of the archives, and the design of graphic media and spatial navigation systems. The design outcomes include a logo, slogan, print and digital media, as well as EGD elements that support an informative visitor experience. This project is expected to build a positive image of the exhibition and increase its appeal and audience reach.

Keywords: *Brand Communication, Graphic System, Archive Exhibition, Setiawan Sabana*