

## **ABSTRACT**

### ***Promotional Design For Rumah Tua Band***

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*Music is a tool to voice the hearts of its creators who are able to speak in various languages and can reflect culture. Positioning is a product strategy to get a good position in the minds of consumers. Rumah Tua is a rock band from Jakarta that has the impression of oldschool. Using a mascot on the band's promotion will create a distinctive feature between the Old House and other bands. Plague Doctor's mascot is a picture of the social issues raised by the Old House. Recounting unending social problems such as the outbreak of deadly diseases taken in black deaths in Europe. Design this promotion using visual approach (tone and manner) namely Dark, Old, and Rock. By using a mixture of dark art, post modern, and grunge design styles that will form the characteristics of the Old House band. The design of the promotional design of the Old House band will be made more diverse and interactive in delivering its message in order to attract more attention from music lovers and not boring. With the design of this promotion, it is expected that the delivery of messages and impressions to music lovers to the old house band can be conveyed well.*

**Key Words:** *Promotional Design, Rock Band, Music, Plague Doctor*

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