

## **ABSTRACT**

### ***HAGARA Band Visual Identity Redesign***

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. Over time, local musicians in Indonesia began to consider many things in their creative process to work. It can be seen from the many local bands whose quality is unquestionable. To support the concept of the brand as the identity of the band and album of the musicians, it is necessary to design a visual communication that is in accordance with the concept of musicians. For this reason, designers are highly demanded to be able to produce appropriate branding and have differentiation from competitors. Where now the branding designs and music albums of indie bands are now increasingly attractive with the help of designers, designers can raise the image (Brand Image) of these indie bands through the design works made, whether it's interpreting the album made or the image. of the band

**Keywords** : Musician, Independent, Identity, Visual, promotion

Library 69

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