# *ABTRACT*

## *SLOKAN Website User Interface (UI) Design*

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*This research discusses the development of streetwear in Indonesia. Through analysis carried out on the local brand clothing market used by Indonesian people. This research identifies the main problem, namely that brand image in Indonesia is still considered low by the Indonesian people themselves. This research method includes collecting primary, secondary data, as well as local brand data from social media data regarding the development of local brand clothing. In the design process, a visual communication design approach was used to compare local products with foreign products and improve promotional media, so that Indonesian people appreciate local brands more than foreign brands. This research emphasizes the problem areas of local brands that are underestimated by the Indonesian people themselves. Apart from that, this research emphasizes the problem of streetwear development in Indonesia in general. By taking this approach, it is hoped that Indonesian people will increase awareness of local brands that are developing and that clothing entrepreneurs in Indonesia will develop more in creating their products, so that Indonesian people will appreciate local products more in the future.*

*Key words: Development, Streetwear, Promotional Media, Brands, Visual Communication Design, Products, Indonesian Society.*

*References* :
*Publication Years* :