

## **PERANCANGAN KOMUNIKASI VISUAL SEBAGAI MEDIA PROMOSI OUTLINE STORE UNTUK MENARIK MINAT GRAFFITI WRITER DI SEMARANG**

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### **ABSTRAK**

Di Indonesia sendiri sekarang sudah marak atau sudah tidak asing lagi dengan graffiti, di kota “ kota besar salah satunya yaitu di kota Semarang, karena mudahnya mencari atau membeli cat semprot di toko “ toko bangunan.. Berdiri sekitar pertengahan tahun 2013 Outline store termasuk salah satu toko atau tempat yang menyediakan kebutuhan para pelaku street art, terutama para graffiti writer dari pilihan merk dan warna, serta Outline store juga menyediakan accessories lainnya seperti beberapa jenis caps dan kebutuhan writer lainnya. Outline Store mencoba untuk di kenal dan menarik minat graffiti writer di kota Semarang dengan memperkenalkan melalui perancangan video komersil. Diharapkan dengan adanya perancangan video komersil, Outline store dapat dikenal dan menarik minat graffiti writer di kota Semarang dan kota-kota lain. Pendekatan perancangan ini menggunakan metode kualitatif. Data diperoleh melalui wawancara, observasi, dan dokumentasi secara langsung kepada target audience dan pemilik Outline Store. Perancangan video klip menggunakan analisa SWOT untuk mendapatkan strategi-strategi, strategi tersebut di harapkan dapat membantu dalam perancangan vidio komersil Outline store. Hasil dari analisa SWOT yang dilakukan adalah ingin menciptakan media promosi yang menarik serta efektif dengan perancangan video komersil sekaligus meningkatkan omzet. Saat ini pemilik melalui bantuan penulis dengan menggunakan perancangan media promosi, diharapkan mampu mencitrakan produk dengan lebih baik.

Kata Kunci : Desain Komunikasi Visual, Periklanan, Graffiti, Outline Store, Vidio

## **VISUAL COMMUNICATION DESIGN AS PROMOTION MEDIA FOR OUTLINE STORE TO INTEREST GRAFFITI WRITER IN SEMARANG**

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### **ABSTRACT**

In Indonesia now already familiar with graffiti, in big cities like in Semarang. as easy to find or buy spray paint in shops building. Standing around mid-2013 Outline store including one of the stores that supply the needs of street art, especially the graffiti writer from a selection of brands and colors, and Outline store also supply other accessories such as some types of caps and other writer needs. Outline Store tries to known and attract graffiti writer in Semarang by introducing through the design of commercial video. Hopefully, by the design of commercial video, Outline store can be known and attract graffiti writer in the city of Semarang and other cities. This design approach using qualitative methods. Data was obtained through interviews, observation, and documentation directly to the target audience and the owners Outline Store. Designing video clips using SWOT analysis to get the strategies, the strategy is expected to assist in the design of commercial vidio Outline store. The results of the SWOT analysis performed was to create a media campaign that is attractive and effective design of commercial video and increase turnover. Currently the owner through the help author to use the design of promotional media, is expected capable to create a better product.

Keyword : Visual Communication Design, Advertising, Graffiti, Outline Store, Video