DESIGNING A VISUAL BIOGRAPHY OF BUBI CHEN AS AN INDONESIAN JAZZ ICON

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ABSTRACT

Among the small number of existing biographies of Indonesian artists and musicians, even fewer covers those from Surabaya mainly in the form of visual biographic. Jazz music is music belonging segmented, nevertheless Jazz still has its place among listeners. In Surabaya many jazz musicians who were born and raised here, one of which is Bubi Chen. In this scheme of life history Bubi Chen began playing jazz until he learned of its existence when it was written with a coherent and packed with interesting visual style

Designing a visual biography Bubi Chen is intended to supplement literature Indonesian jazz musicians in order to provide inspiration for readers while the problems faced is how to attract public attention to jazz music through a visual biography of Bubi Chen. To find solutions to existing problems, then analyzes done to overcome the problems that the early methods that will be done is to research public perceptions about their knowledge of jazz musicians, the selection of target segments, market segmentation grouping. And all these achievements will be summarized to obtain the correct visual and marketing, according to the potential market.

From this analysis, will yield tangible design a book that contains a visual biography of the life history and portrait photographs of Bubi Chen, measuring 17 cm x 24 cm. The design of this visual biography books have more value of USP (unique selling preposition) because the story focused on the existence of Bubi Chen in the world of jazz today as well as displaying portrait photographs of Bubi
Chen, which shows how the character of a jazz maestro in a daily life, so that consumers will satisfy biography visual, for the purposes of providing additional literature, jazz music and the inspiration for its readers.

**Keyword: Jazz, Contemporary, Portraiture**