DESIGNING VISUAL BIOGRAPHY BOOK OF ROCKET ROCKERS

Student Name : Bonit Dwiantara
NRP : 3406 100 107
Major : Desain Produk Industri, FTSP-ITS
Counselor Lecture : Rahmatsyam Lakoro, S.Sn, MT

ABSTRACT

Music is very identical with youth as a factor in development of youth culture. Beside music, fashion and subculture product also had an impact in youth culture. Different kind of youth cultures also give a huge effort to the youth people wether in economical, social or lifestyle.

The existence of youth culture could make a movement to push the industries to develop products that choose the youth people as their target market. This situation give an effect to the spending power of the youth people thus their ability to get access to those products, with this condition the spending power of youth people raise high in the world. So, there is appear an assumption that the youth people is the rotor of economy in the world.

Designing visual biography book of Rocket Rockers hopefully could bring a closer relationship between the idol and the fans. Content of this visual biography book is the journey of Rocket Rockers in their career hopefully could bring their inspirations for the youth people as the readers. The other side of this book is giving a side effect for Rocket Rockers as a media for their promotion to strengthen the loyalty of their fans whom spread in different city in Indonesia.

Keyword: Visual Biography, Rocket Rockers