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CHAPTER I

INTRODUCTION

1.1. Background

In 2015, the President of Republic of Indonesia Joko Widodo formed a government agency which supervises any creative economy activities called Indonesian Agency for Creative Economy (BEKRAF). Since then, a lot of creative jobs and industries are getting more exposures and taken more seriously, and with the help of technology and the internet, many young artists in Indonesia try to make money from their own arts, especially in illustrations. Granted, with even more and more creative workers aiming for a career in this field, competition in creative industry arise.

These young illustrators who are just starting to sell their works surely need support and exposures to help them gain confidence. Getting known by people is the main objective here and having a personal brand will help them promoting their art, finding their own market, and competing with other artists (Jones, 2016). In addition, people will be able to distinguish these artists just by looking at their art if they have an unique trademark to put in their works.

However, is it important? Do illustrators really need a personal brand? Professional illustrator David Lojaya stated that having a personal brand is a very crucial thing to have as an artist. Your clients can find out more about what you can do by looking at your brand, making yourself more credible and therefore

increasing their trust. Although a personal brand for illustrator is not only about your art nor your style, it's also about how you represent yourself, your ideas, and your own values to your audiences. (Brien, 2017)

Unfortunately, a lot of beginner illustrators don't know how to build their own personal brand. Based on a survey the writer conducted on 324 people who wish to build a career as an illustrator, 264 of them don't have knowledge in building a personal brand.

Based on the problem stated above, the writer decided to design a guidebook on how to build a personal brand for beginner illustrator so that they could compete in the industry.

1.2. Problems

How to design a guidebook on how to build a personal brand for illustrator?

1.3. Limitations

Here are some limitations in the process of designing this project :

- | | | |
|--------------|-----------|-------------------|
| 1. Sex | : | Male and female |
| 2. Age | : | 16 – 18 years old |
| 3. Geography | Primary | : Jabodetabek |
| | Secondary | : Indonesia |

5. Psychography : Individuals who love to make illustrations, aspiring to be a professional and has started to make money off their art by selling their works through local conventions or taking commissions. Individuals who are tech savvy and understand *memes* and internet jokes and have a basic understanding of English language.

6. Education : High school or nonscholical education of the same level.

1.4. Objectives

Designing a guidebook on how to build a personal brand for illustrator.

1.5. Benefits

1. For the writer

By creating this media of information, the writer could apply the materials that has been studied in three years of college to the designing process. And by creating this media of information, the writer fulfills one of the requirements to obtain the title of S.Ds.

2. For the reader

The reader could implement the information in this media and apply it to their life as a beginner illustrator who aspire to become a professional. They could also track their progress and finally will be able to build their own personal brand.

3. For the university

This research serves the purpose as a reference to help future students in designing their final project, and as a documentation for Multimedia Nusantara University about building a personal brand.