

ABSTRACT

The rapid development of the music industry and increasingly fierce competition in this industry requires an effective marketing strategy, especially for independent bands such as the hardcore punk band "Trying to Rise". Posters are one of the most effective promotional media for introducing bands and music events to a wide audience. This study aims to design a strong and attractive poster for "Trying to Rise", with a focus on depicting the band's visual identity and promoting the music event they will be holding. The research method used in this design is a qualitative method and SWOT analysis. The result of this study is to design a poster that reflects the essence and characteristics of the hardcore punk band "Trying to Rise", as well as to promote it to the general public with a poster design that incorporates graphic elements typical of this genre, such as sharp and bold typography, images visuals from Trying To Rise personnel, as well as a selection of striking and contrasting colors. Through designing this effective poster, it is hoped that "Trying to Rise" will increase their visibility and appeal among the target audience, attract more audiences to attend their music shows, and broaden their fan base. This is expected to contribute positively to the development and continuation of their career as an independent band in the competitive hardcore punk music industry.

keywords : hardcore punk, trying to rise, poster, promotion.