

ABSTRACT

Designing the Jogja Hip Hop Foundation Merchandise Boxset aims to celebrate and document the 20-year archive of Jogja Hip Hop Foundation, a Javanese rap music group well-known in Yogyakarta. The project involves the development of concepts, design, and production of a boxset that includes various memorabilia such as a compilation music album, posters, stickers, and other items. Additionally, this research aims to reintroduce the heritage, achievements, and progress of Jogja Hip Hop Foundation. Through qualitative research methods, such as interviews with members, fans, and music enthusiasts, data is gathered to create a fresh and authentic presentation. Data analysis is conducted using the SWOT (Strengths, Weaknesses, Opportunities, Threats) method to identify the strengths, weaknesses, opportunities, and threats faced by Jogja Hip Hop Foundation. The final result of the research indicates that the design aims to create an informative and representative merchandise boxset, which is expected to become a valuable collection and a form of appreciation for the 20-year career journey of Jogja Hip Hop Foundation.

Keyword : *Rebranding, Legendary Culinary, Soto Sangka*