

ABSTRACT

The rapid development of music and the appearance of albums in Indonesia is increasingly diverse, a lot of new music has emerged which has caused regional music to be paid less attention to today's youth. However, thanks to the composer, Didi Kempot this give the opportunity to return to making local music known to the public. One of them is the Sopsan music group, Sopsan is a music group from the Banyumas area which was formed because of its existence as a comedian and singer who used the ngapak language. In 2023 Sopsan has even formed 30 years, because the format of the Sopsan album is still in the form of a VCD and was released in 2005 while the album changes are increasingly unique and interesting, so the authors want to redesign an album with the theme of 30 years of work by Sopsan. The type of research used is descriptive qualitative which is carried out by means of interviews, observations, and documentation. The purpose of this design is to create a display for Sopsan's new album which is packaged in a boxset complete with merchandise. Boxset is considered as a medium that is quite update with the music industry. The design of the Sopsan 30 years album boxset to work as a promotional medium for the Banyumasan song aims that the boxset packaging can provide an experience, memorable, exclusive for 30 years of work whick can make it easier for the public to access Sopsan Songs.

Keywords: *Boxset, Sopsan 30 Years of work, Media Promotion*