

PERANCANGAN DESAIN KEMASAN HADIAH

By :

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ABSTRACT

In the realm of music, Benjamin Sueb known as intelligent figure who is able to make music as a medium that is not just as mere entertainment, but also as a messenger for the listener. In the lyrics pitched criticism, Benjamin delivering voice related to the social and political world. Until now, Benjamin Sueb known as a true entertainer even until his death. Benjamin Sueb be a legendary figure among the Betawi community and make it a versatile artist.

Benjamin's Day's is a form of respect for Alm. Benjamin Sueb the success he maintains Betawi culture and achievements that have been made. Benjamin's Days are made with simpler concepts and populist accordance with Benjamin's own character that is simple, but it is intended to recall the figure who has become a legend in the world of entertainment to raise Betawi culture that became the mainstay of the late style. Benjamin in every movie or song that his creations.

The author designed a packaging design used gift as a memento as well as a sign of recognition of the event. In addition to seeking profits from each sold ticket game, It has multifunctional packaging after its use and will not be thrown away. Packaging the author created aims to provide a reminder, an event reminiscent of Benjamin's Days and able to remember back to the person who has become a legend in the world of entertainment to raise Betawi culture and future events could make Benjamin's Days in a wider scale.

Kata kunci : Benjamin Sueb, Event, Betawi, artists, gift packaging