

ABSTRAK

The writer here makes contrivance Beyond Band Music Video entitled "Suara Hati" that genre melodic punk, melodic punk is a music genre that is still fairly minority in Indonesia as well as for her music video, it is to popularize the genre of music and his band is a melodic punk band Beyond. So the author makes the design of this music video using a modern retro style enrichment rarely found.

The purpose of the writer makes contrivance Beyond Video Music Band in a visual form is as a medium for the demo go to a major label and as a target audience melodic punk community. The design of the music videos authors using graphics enrichment in this retro style to evoke the past for the lift back to the present.

To design Video Music Band Beyond the writer did some research ranging from data collection to analyze the data as supporting the concept of designing adjustment Beyond Band Music Video entitled "Suara Hati".

Therefore, in order to meet graduation requirements for Tier-1 majoring in Graphic Design and Multimedia, the authors make a video that contains a Music Video about enrichment retro style stop motion and the motion graphic for teens. Expected by the Music Video is the youth become aware, conscious, and can advance enrichment modern retro style that is the video especially the music video. In addition, authors also make the supporting media that can later be used in promoting this program to be more known and acknowledged by the juvenile or society at large.

Keyword : visual, melodic punk, retro, stop motion, motion graphic,