

**COMMUNITY MEDIA CONCEPT DESIGN OF  
MERCUBUANA INDEPENDENT SKATEBOARDING  
“MERCUBUANA INDEPENDENT SKATEBOARDING CULTURE MAGAZINE”**

***Abstract***

*Mercu Buana Independent Skateboarding Community is a group of young people who loved extreme sport called “skateboard”. The community was founded in order to develops their skill in skateboarding. Nowadays image of skateboarding as an extreme sport seems to be negative, the perception came from a vandal act from a few skateboarder back in the days, but actually this sport has a lot of positive things which is need to communicated to public/environment, with a strategic positive communication that could delivered to the environment in well organized and interesting visual concept media. “MISC Magazine” is the media that chooses to used by the community. The design concept will be retrieved from regular base activity of the community as the main communication strategy and the positive news from related industry. All the visual concept design is analyzed from all of the visual product of skateboarding industry which translated to a creative and highly positive design. This paper is a full step how to design a magazine from concept to a final artwork of a community magazine completed with the promotional strategy.*

**Keywords :** *Community, Communication, how to design a magazine, Magazine, Skateboarding.*

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