CHAPTER 1

INTRODUCTION

1.1 Background

There are many different ways to express feelings and emotion. Music can be one way to express it; music is a tool of art, which can transfer human feeling, emotion, awareness and understanding through sound and tones. It is a way to express feelings via voices, which are the most essential factors to create melody or rhythm.

Music is an artistic form of communication through musical instruments, as stated by Irani (1993) *"it is the language of dreams, expectation and feelings in human"*. Music has been around since a long time ago and also became an important part of everyone's life. For certain people, music is necessary in their daily lives.

In listening to music, there are several media or tools to play the melody and help people to enjoy the sound. Before the modern day of music player evolves to digital player, there are several interesting history behinds the evolution.

In the beginning of music media player it all started in 1877; Thomas Edison found the first recording device technology, which is a phonograph that able to record and playback sound. Afterward, Emile Berliner invents a gramophone in 1888; the technology was very similar nevertheless gramophone plays the recorded sound using a flat recording disc.

Vinyl record originally made of glass, rubber and plastic, however the most known material is shellac, which is cotton material that is commonly used to make Manila paper. On the other hand, as it is very fragile, the durable material was found and it is known as plastic vinyl. From that day people called the record as vinyl record. At that time, gramophone was still operated manually by hand. Moreover, turntable was invented in the year of 1925. The way it works of turntable, actually similar with gramophone instead it uses motor electricity, and as well need speaker for the output sound. Vinyl record industry recording, was astonished by the appearances of radio.

At the beginning of the radio frequency, vinyl record sales rate decreases. People at the time prefer listening to radio, radio was used as a media to promote artist and band but after sometime people realized that they want to be able to listen to the record repeatedly anytime they want, so they go back to getting vinyl record and it increased vinyl record industry sales again. Cassette tape was first introduced to the world in 1963, although the people still prefer the quality of vinyl record. A while, compact disc is introduced in the era of 80's and replace the popularity of vinyl record, It is because CD is an advanced invention that bring out the digital era and more portable technology. Mp3 format is the latest format of CD player for digital music till today.

In this digital era, people tend to forget the physical release format like vinyl record, cassette tape, compact disc; they bound to find the most practical way and started to replace them with mp3 format. Portable and simple is the reason why people choose mp3 format, also because the popularity of Internet sharing and a lot of people can just download it easily. This makes the selling of physical release decline drastically.

Just because it is more practical and portable, for music lovers and some people mp3 is just not a valuable item that can be collected in long term. With that recognition, the sale rate of vinyl record nowadays crawled back up. The phenomenon happened because vinyl record for some people has wider, natural, detail sound quality and a better physical appearance with its beautiful large album artwork. These make vinyl record lead again than other physical release. Even for majority people the sound quality depends on their individual taste and perception.

1.2 Scope

The scope for this thesis, visualize this topic to design a book of vinyl record and also additional design for some merchandise as a supporting item to help for the promotion of the vinyl record book.

1.3 Aims and Benefits

1.3.1 Aims

The aims for this topic are to revive the trend of first music format in the world that is the vinyl record. And to give out some general information, knowledge about vinyl record and also guidance for people who are interested in the common field.

1.3.2 Benefits

- To expand the knowledge of the entire music listener in understanding about vinyl record.
- To increase awareness of people toward vinyl record through the book.
- To persuade people into listening and start collecting vinyl record.
- To give new facts and insight about vinyl record for music listeners.

1.4 Structures

The thesis consist of seven chapters, below are general description of the coverage of each chapter:

Chapter 1 is an introduction chapter, which is in this chapter is to presents the topic chosen by author of overview problem, the scope, as well as aims and benefits of the topic research.

Chapter 2 is consisting of theoretical foundation that supports the author theory and ideas, which consists theories of publication, theories of book, theories of Grid & Layout in Publication, theories of color, theories of typography, Theories of Imagery in Publication

Chapter 3 mainly discuss about data collected research and problem analysis, such as problems, target audience, sampling method, survey result, problem identification, Analysis of Similar and Existing Projects, SWOT analysis.

Chapter 4 contains about the strategy and approach of the project that author want to create.

Chapter 5 is the visual design that contain of the execution based from developed research.

Chapter 6 is media plan and also the implementation.

Chapter 7 contains of conclusion and some of recommendation, summary the result from research and final solution.