

ABSTRACT

Akbaruddin, 2012. The Central Industry's design and marketing of "kendang" craft as a potential tourism in Blitar. Supervisor: A. Gat Gautama, M.T and Sukmayati Rahmah, MT.

Key term: *Central industry and marketing, kendang's craft and metaphor combination.*

The development of manufacture's industry has been influenced the economic condition of Indonesia. Many Industry have been appeared slowly in many cities of Indonesia. However it just a few of them gets attention from the government.

Blitar just little bit known as an Industrial city, while small medium Industry or medium High Industry. One of the famous Industry in Blitar is come from craft's Industry that is "Kendang Jimbe" but it is only seems as Home Industry. Because it's still need more facility for the owner.

This design's object has an aim as production place and marketing which can be tourism potential in Blitar with the application of design theme and design's concept as called metafora Kendang.

From that Concept, it will conclude some values of kendang which will be applicated at design's object. The application into design can be done at Kendang's future and characteristic.