

**REVITALIZATION OF NAMICALUNG WOVEN SARONGS
THROUGH THE MAJALAYA SARUNG FESTIVAL**

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ABSTRACT

Namicalung is a village in Majalaya located in the Bojong Village area. This village has a strong history in the development of Woven Sarongs in Majalaya. Despite the threat of extinction facing Majalaya Woven Sarongs, Namicalung continues to preserve its heritage identity, which has the potential to revive the tradition of Majalaya Woven Sarongs. The main obstacles to sustaining the woven sarong industry are the lack of public knowledge, the absence of visual identity, and low awareness of Majalaya Woven Sarongs. This research aims to increase public awareness of the history, existence, and distinctive motifs of Majalaya Woven Sarongs by involving the development of visual identity and the utilization of the “Festival Sarung Majalaya” as a primary revitalization strategy. The research method employs a design-based design thinking approach, focusing on empathy, observation, and interviews. The research results include the development of visual identity as a key element in the promotional strategy, with the hope that the “Festival Sarung Majalaya” can create memorable experiences, increase purchasing interest, and support the sustainability of the woven sarong industry in Majalaya. A brand activation formula is also formulated as a guide to maximize government efforts in revitalizing Majalaya Woven Sarongs. Thus, this research contributes to efforts to preserve and develop cultural heritage through strategic innovation in the promotion and revitalization of traditional industries.

Keywords: Revitalization, Namicalung Sarong, Festival Sarung Majalaya.