

## ABSTRACT

### DESIGN OF VISUAL IDENTITY TO THE CITY THROUGH APPROACH BALIGE OF ORNAMENTAL GORGA

*Balige city is part of the district toba-samosir located in north sumatra province as well as the capital of the district .If of toba lake only need 15 minutes to get to the city balige .Where if depart from the city of medan will spend time for six hours .Geographical location of the city Balige who are in the mountains make this city is very special , because of the city balige we can see an expanse of toba lake until samosir to the island in the middle of Toba Lake .*

*The majority population Balige is the tribe of batak toba .Toba batak is sub the tribe of batak who have the most among the tribe of batak sub other .Toba batak also have its culture of its own , because their ancestors also differs with the other batak .Many messages and the value of cultural values who wants to delivered by their ancestors , and packed in the form of an artifact or objects or object or person batak gorga his regular calls .Variety of ornamental gorga made to embellish the customary batak toba who have a background and the message of its own in it .This generally gorga batak that is hereditary first been there since .Made by using the art of batak gorga chisel made naturally .In antiquity gorga batak batak only worn by the people who have considered respectable castes batak to the community itself .*

*With many of the invention of ornamental gorga Balige become very one of its own identity in a city that makes the city Balige different with other cities .Keankaragaman culture and tourism and make the city in one city Balige saut important enough role in the development of the lives of batak .But many community not yet know the city because of lacking Balige his media Balige to know the city as well as a visual identity easily known so that the community appears to desire know the city balige and then a visit to the city . Hence the need for a sense of identity designed visual Balige for the cities in order to provide an identity to the community identity about the city Balige using ornamental gorga variety*