

## **ABSTRACT**

### **DESIGN OF WAYANG GOLEK PUNAKAWAN SOUVENIR**

*(Study of Wayang Golek Astrajingga or Cepot)*

*Wayang golek is one of the traditional arts of West Java which originally flourished in Cirebon in the 17th century as a performing arts that got the shape of shadow puppet influence. There is one group puppet show that is Punakawan, one of the characters is Astrajingga or better known to the people of Indonesia with Si Cepot. Astrajingga has a humorous character, always wants to win alone, but he still gives advice, criticism and advise and satire through his humor, he is also faithful, dare to defend the truth and have a lot of sense. Because it has a different character than other puppet figures, making Astrajingga interesting compared with other figures.*

*The basic material for making wayang golek is wood. There is a wood form that is used as a head buffer which is also used to support the wayang or so-called cempurit which has a function for puppet to stand upright. Because of the cempurit design of the puppets, it is difficult to save the puppet show if it does not have a container or special packaging that can facilitate its storage.*

*Currently there are packaging commonly used with mica-based added decoration, so it can also be used to display puppet. However, the packaging does not have the distinctive characteristics of puppet characters that can be made differentiator, so that each puppet character has the same packaging. In addition, puppets will be more interesting if the form of innovation, in order to attract tourists, especially tourists and display a more modern impression of a traditional art. The method used is qualitative method such as observation, interviews, literature studies and SWOT analysis to understand the problems in depth and get the suitable solution. Through designing souvenir puppet show Punakawan expected to increase public interest, especially the tourists on traditional arts of West Java are used as souvenirs.*

*As well as the packaging design can be differentiated on the packaging of Astrajingga puppet figures with other wayang figures, and also help develop SMEs craftsman puppet show in West Java.*

*Keywords: Wayang golek, West Java, packaging, character design*