

ABSTRACT

Wayang is an indigenous Indonesian culture that has been recognized by UNESCO and the world. The types of wayang that exist in Indonesia also varied with different characteristics and stories in each region. One of the puppets is the wayang bengkong in Rembang Regency. Wayang bengkong is a type of wayang klithik that has uniqueness than the other puppets. Wayang bengkong has 3 characters consisting of Mbah Bengkong, Panji, and Sri. In the wayang performances are generally accompanied by gamelan instruments, in the wayang bengkong performance accompanied by the music used is the mouth sound of niyaga. Puppet puppets are usually performed when people are performing such as khitanan, marriage, and alms of the earth. The story presented by the dalang is a story that contains advices and advice that match the ongoing event. But in recent years, the existence of bengkong puppets in Rembang Regency has been threatened with extinction with reduced public interest and increasingly rapid technology. People prefer alternative entertainment that is more efficient and modern. If the people of Kabupaten Rembang themselves have less interest in their own culture, it is feared that there will be extinction to the culture, one of them is wayang bengkong. Considering that there is currently only one puppeteer who performed the wayang bengkong. So there needs to be an effort to reintroduce wayang bengkong to the people in Rembang Regency. In this design the authors designed visual branding about wayang bengkong in hope that wayang bengkong can be known by the public and society and able to compete with the art of modern entertainment. So that makes artisans of wayang bengkong art become more alive and develop industries that deal directly with wayang bengkong.

Keywords: Wayang, Unique, Sacred, Dynamic.