

ABSTRACT

La Galigo is one of the noble cultural heritage from old Bugis tribes which is an epic that represents the foundation of their ideology. This epic has an important influence in the life of the ancient Bugis society because it embraces a humanitarian value that becomes a role model in social life. This epic is already become their bible because it consist every aspect of everything in the earth. The influence of La Galigo up to now can still be seen from how bugis society apply it in a custom ritual. This application is also an attempt to preserve La Galigo in order to remain a genuine legacy of the bugis tribe. However, the process of applying into the ritual form still includes an internal community just so that for the outside community will be difficult to access information about La Galigo. In addition La Galigo is a complex and long story where it also provides difficulties in understanding the meaning for the new people who wants to learn about La Galigo. Therefore we need a new media which uses a presentation technique that is more easily understood by ordinary people. Media such as experimental typography is something different which will give a new impression that can give effect of message delivery which tend to be easy to remember and effective. With this design, it is expected La Galigo not only known as a folktale but a reflection of how the influence of culture on a human life.

Keywords : Buginese, La Galigo, Typogrpahy, Experimental