

ABSTRACT

Advances in technology and information make society into a modern society, cultural values that have become part of the lives of Indonesian people for many years are increasingly fading because of modernization that dominates local culture. Can be seen in social relations and social institutions of the Indonesian people lose the culture of manners, no longer respect to superiors, even to parents themselves. In visual culture which is a manifestation of cultural concepts and material culture, Indonesian local culture in the perspective of modern society seems ancient. Whereas in developed countries visual culture is an integral part of the history of modern culture and civilization. Globalization is indeed unavoidable but we should be able to continue to bring local cultural values such as adapting or acculturating culture, such as when India enters the archipelago carrying Hindu religion, there is created a new Hindu that does not exist in India, but Hindu values still exist. Can be seen from the architecture of temples in Indonesia which in India there is no such thing. Today the Indonesian people accept foreign cultures without any filter so that makes local culture fading in Indonesia. In designing the skateboard brand's visual identity, the author uses the approach of the visual elements of Indonesian local cultures that today Indonesian local cultures are felt far from the communities of big cities in Indonesia. Acculturating sports culture originating from America that has become a global sport with the existing Indonesian visual element approach is expected to re-popularize Indonesian cultures so that modern people, especially those in big cities in Indonesia do not feel alienated and proud of their culture. Indonesian local culture.

Keyword: Culture, Visual Culture, Acculturation, Branding