

## **ABSTRACT**

**Abstract;** *Culture in Indonesia is growing significantly. However, the relations between jewelry and cultural symbols has shifted because of the large number of foreign cultures that are included as a part of globalization effects. By making Kujang as an inspiration of a wedding ring design it is a strategy to enhance cultural values in the world of product design. The target users of this product are young people who like to use jewelry in their daily lives. In this design research, the researcher use qualitative observation methods by collecting studies of jewelry literature and cultural symbols, making observations on the forms of Sundanese Kujang weapons, and case studies on Sundanese weddings in Purwakarta. Then, the data collected will be developed with descriptive analysis to produce the final product design. The end result of this product is that it can enhance the values of Sundanese culture through jewelry products that are used daily and introduce kujang not only in weapons but in jewelry products.*

**Keywords:** *Sundanese Culture, Kujang, Jewelry, Wedding Ring*