

ABSTRACT

Ujungan art is a pure art of Majalengka which involves three arts, senior dance, music and senior martial arts. Although this art is unique, many young people do not understand this art. This is due to the lack of enthusiasm of parents to introduce examinations to wards, senior music, senior martial arts such as Karate, Muaythai more involved by the government in events, modern dance), lack of government role in helping or funding Padepokan Bunilaya Kuda Putih as the only community that still preserves the Test. Then the main factor in the decline in Exam players is that many senior Exam players have aged and died. All data were obtained from observations of Padepokan Bunilaya Kuda Putih. Interviews were conducted with Mr Toto, Mr Hadi, Mr Taufik Hidayat / Uwa Geblug and the Majalengka Kebudayaan Office. Literature study was carried out by making a Regional Art Profile book Majalengka Regency, Cengal Test Book. Sampyong Education Journal to Strengthen the Existence of Traditional Art in Majalengka, Final Project Design of Information Media for Sampyong Majalengka Art Illustration Book, Final Project Design of Sampyong Majalengka Art Illustration Book. The results of the research obtained resulted in an idea that is the process of designing the Visual Branding of Test Craft in Majalengka which later the output would be in the form of books. The benefit of this book is that the younger generation who are reading this book will be more interested because of the use of opposing illustrations from the text, so that readers will imagine more. Attractive layout and angle of each character.

Keywords: Ujungan, Youth, Visual Branding, Illustration, Majalengka.