

## **Abstract**

*There are many martial art that being followed by indonesia people, either traditional like silat or modern like boxing or MMA. The main reason of Ikatan Beladiri Tsufuk Puteri Gading being created is to be a alternative for indonesian moslem people in selecting martial art, that is not violated islamic sharia. As the development of Technology and information, a Institute must take a advantage of internet if they want their intstitute to grow . if we compare between Karate and Taekwondo that already known by everyone and having good Visual identity and publication, Ikatan beladiri Tsufuk Puteri Gading doesn't have people that can create visual identity that is perfect fot promotion and Publication. the collection of data in this creation is using observation, literature books, interview and quesioner. this creation is hoping to be the solutin for Ikatan beladiri Tsufuk Puteri Gading Indonesia.*

*Keyword: Martial Art, Tsufuk, Puteri Gading, Islam*