

## ABSTRACT

*Songket is a type of traditional woven cloth from Palembang which is woven by hand using gold and silver threads on a tool called Panta. In terms of its usefulness, Songket cloth is commonly used in traditional events in the city of Palembang, such as weddings. The patterns that are applied to the Songket cloth, most of them use plant pattern or decorations form, especially those in the form of flower stylization, besides that there are also other pattern compositions such as geometric and decorative, and even animal motifs. The variety of patterns on the Songket cloth is a legacy of the superior traditions of the people of Palembang City. Maintaining and preserving it from the changing times is a natural thing, even demands for the community. In the past few years, the Songket pattern was wanted to be claimed by Malaysia. Besides that, the knowledge of the Songket patterns, colors and uses of the Palembang Songket woven cloth is only known to a few people. This creates an opportunity to build an image that is inherent in the hearts of the people if there are many and can be found in everyday life. By designing a typeface based on the Palembang Songket cloth pattern, it is expected that every pattern and shape of the Palembang Songket cloth will be easily recognized from its distinctive characteristics. By using the Matriks method, interviews, literature study, and field observations help in designing a Typeface based on the Palembang Songket pattern with the main objective of increasing public knowledge about the motifs and characteristics of Palembang Songket fabrics.*

*Keywords : Songket Fabric, Palembang, Typeface.*