

ABSTRACT

In the current industrial development, brand is not only the identity of a company in identifying its products, but a symbol that has a certain image in the eyes of the public. The phenomenon of emerging social movements encourages brands to support a social movement in order to strengthen the brand's image. On the other hand, traditional culture is often forgotten and just disappears over time. Traditional cultural forms themselves actually have values that can be explored and utilized in modern industry as a form of preservation. This study aims to interpret and explore the values contained in the artifacts of the Marawa flag tradition from Minangkabau, followed by providing a new context for these values. By linking the Marawa flag with the matrilineal kinship system, the potential for the Marawa flag will be obtained as a symbol of representation of women's struggles. By using the ATUMICS method as a guide to the process of reinvention of traditional artifacts, the values contained in the Marawa flag artifacts will be given a new context into a brand design. Then a brand activism strategy will be designed that will be carried out by the brand in order to explore its potential as a supporter of the women's struggle social movement. The results of this study are in the form of brand identity designs and brand activism strategies from brands that will support the social movement of women's struggles in Indonesia. It is hoped that this research can inspire other designers to explore the potential of the values contained in Indonesian traditional artifacts.

Keywords: Brands, Culture, Marawa, Social Movement, ATUMICS Method