

ABSTRACT

The tendency to use Latin typefaces for certain functional identities, such as posters, logos, magazines, and others, reflects the audience's lack of interest in cultural preservation. The audience's crisis of local awareness of national culture in exploring the script as one of the identities shows the loss of a sense of pride and love for a cultured soul. Balinese cultural traditions from traditional methods have now turned into fast and easy digital methods, while Balinese carving is considered to require a long process. If the trend of this phenomenon continues, Indonesia will lose its identity as a cultural country.

Therefore, the application of typeface is the main focus of this research as a solution for connecting Balinese culture with technology. The research method used for data collection is a qualitative approach involving imaginative elements, observation, literature study, and conducting interviews with informants. In this study, it can be concluded that the design of typefaces based on Balinese carving as a visual identity is needed as an effort to preserve culture. The outcomes of this design are focused on cultural elements and typographic exploration that can be used as a creative medium in communicating local Balinese culture to demonstrate Indonesia's characteristics.

Keywords: *Typography; Balinese Culture; Modernization; Sculpturing*