

ABSTRACT

The city of Surakarta has many urban heritages that are relied upon as regional identity, one of which is the Sangga Buwana Stage Tower. The Sangga Buwana Stage is a cultural heritage building in the form of a tower located in the Kedhaton Keraton Kasunanan Surakarta complex. The existence of ancient buildings such as Panggung Sangga Buwana has historical value, aesthetics and scarcity which exclusively characterizes the culture of a city. Even though it is considered an iconic building, the current development of the Keraton Kasunanan Surakarta Area, both in terms of land use and buildings, pays little attention to the existence of the area as a historical area. Communities around the palace tend to underappreciate the palace area as a historical area, some elements have several times committed acts of vandalism on the outside of the palace walls, and some even committed theft by breaking into the palace building.

Ignorance of history and the symbolic meaning of the decoration of the palace buildings causes these things to happen. Keraton conservation activities must be fully supported by the Surakarta City Government and the people who are directly involved. For this reason, visual promotion is needed which can educate the public about the history and symbolic meaning of the palace decorations. Therefore, a specially designed typeface is needed to support promotion by processing visual forms and symbolic meanings from the Sangga Buwana Stage into typefaces. With this approach, it will be easier to introduce historical values and increase the existence of the Surakarta Kasunanan Palace.

Kata Kunci : Surakarta, Keraton, Heritage, Typeface