

ABSTRACT

Kujang as a traditional weapon from West Java is an heirloom that is still being preserved today. The Kujang is not only a cultural heritage of West Java, but also closely related to the identity of the Sundanese people because the kujang contains the meaning of life and moral values of the Sundanese people. Until now, the cleaver is often preserved by being adapted into institutional logos, monuments, and souvenirs. Unfortunately, the adaptation of the kujang still lacks variety, especially in this digital era. For this reason, it is necessary to explore the adaptation of the kujang shape following existing developments in order to continue conservation efforts and maintain the existence of the kujang in the present. The solution that can be given from these problems is the design of typeface based on the kujang which is expected to be an alternative media in an effort to expand the adaptation of the kujang. Data collection about the kujang and typeface uses qualitative methods, while the design uses stylization method, syntax and with SCAMPER.. Until now, the kujang is still in an effort to introduce it to the public because the kujang is still considered a mystical thing, and information about the kujang is limited. So through typeface design based on the kujang heirloom, it is hoped that it can expand the adaptation of the kujang and maintain the existence of the kujang in the digital era.

Keywords: *kujang; Sunda; typeface*