

## **ABSTRACT**

*Lack of knowledge the people of Banten and other region, related to village Seuat Jaya because of insufficient media information informing the village. The method used in this design was a type of research that the invention could not be obtained using statistical procedures or with quantifying (Strauss and Corbin, 1997). It can generally be used for research on people's lives, history, human behaviour, etc. (Wiratna, 2014 on the book Methodology Research). The purpose Branding is a destinasi concept used to build a social image that is more than the actual state (Chamin, 2017:20). In designing this author made information media that reviewed Seuat Jaya village and Golok Sulangkar as a characteristic of the village. The target audience of this design is the usual modern adult by reading books and smartphone adept. The book became the main media to inform Seuat Jaya as a village of craftsmen Golok Sulangkar. In addition to books as the main media, social media (digital) becomes a media alternative supporting the village information Seuat Jaya. Seuat Jaya is a village that has a characteristic of the Golok and Pande Golok Sulangkar. However, the reality is still a lot of local and other region who don't know the existence of Seuat Jaya as a village maker Golok Sulangkar typical Banten. This is a lack of information media about the village of Seuat Jaya, also related to some Pande claiming the Golok Seuat Jaya by the name of other areas for profit only. Hopefully, the people of Banten and others region will know the village of Seuat Jaya deeper after reading and to interpret the branding design of Seuat Jaya village destination.*

*Keywords: machete, Seuat Jaya, identity*