

ABSTRACT

The Sunda Perceka Community is a Sundanese cultural community in Cipeundeuy, which aims to preserve Sundanese culture, especially traditional sports and a collection of villagers who have the values of Sundanese cultural wisdom. Unfortunately, this Sunda Perceka community is still less well known by the public because of the very few promotions used. Therefore, visual identity and promotion media are needed. By using qualitative methods for data collection such as observation, literature review and expert interviews and also data analysis used using the matrix analysis method to produce message concepts, big ideas, creative concepts, media concepts and design results that can produce visual identity design and media promotion for the Sunda Perceka Community. With the presence of visual identity and promotional media, the Sunda Perceka Community is expected to be more easily recognized.

Keywords: *Community, Sunda Perceka, Culture, Visual Identity, Media Promotion.*