

## **ABSTRACT**

### **DESIGNING ART BOOK OF SASIRANGAN AS A SOUVENIR FOR PROMOTIONAL PURPOSE BY BANJARMASIN CITY GOVERNMENT**

By: Rizky Yuliani

South Kalimantan is one of Indonesian province that located on the island of Borneo. Speaking of South Kalimantan unique fabric, local people should be familiar with Sasirangan, which is a fabric that crafted by using “jalujur” method. Sasirangan has now become a fashion clothes. Sasirangan is one of cultural product of South Kalimantan that has been used for generations in South Kalimantan. Sasirangan has a unique traditional motives and its crafting method has been maintained from generation to generation. There are more than fifteen traditional motives in Sasirangan, for example “gigi haruan”, stars, “naga behambur”, and others.

Although Sasirangan has a distinctive identity and unique characteristics, this fabric has been through a phase of ups and downs in its journey, even until now. The lack of knowledge on Sasirangan is one of the factors that led to the rise and fall of interest in this fabric, therefore conservation efforts should be done immediately. Of course, to prevent extinction is not the only purpose of it.

This promotional gesture by Banjarmasin government is expected to provide insight into Sasirangan for people in Banjarmasin, particularly, and introduced Sasirangan to the Indonesian public by using the art book of sasirangan as a souvenir for promotional medium by Banjarmasin government.

**Keywords :** Sasirangan, Art Book, Banjarmasin City Government.