

## **ABSTRACT**

*Mahkota Binokasih is a Sundanese cultural heritage relic stored in the Prabu Geusan Ulun Museum in Sumedang Regency. The crown serves as a symbol of the coronation of the king to carry on the legacy of power, but now it has shifted in meaning to being an accessory for the traditional Sumedang wedding attire. However, there is no comprehensive description of the visual use of the crown in the Kasumedang style of ornamental motifs, and its application in the Sumedang Puseur Budaya Sunda logo. On the other hand, there is a need for artifact research that has the potential to become an ornamental motif and a need for visual ornamental motif development for the palace, museums, and small and medium enterprises in batik. Through the efforts of Sumedang Puseur Budaya Sunda in cultural reconstruction, there is an opportunity to study the Mahkota Binokasih as an icon of Sumedang Regency in tangible and intangible aspects through Sundanese cultural values. The purpose of this research is to provide a draft recommendation for visual assets in the form of ornamental motif modules through Sundanese cultural values for the enrichment of assets and the development of Kasumedangan batik. The research method used is a qualitative method, with data collection through field observations, deep interviews, document studies, and documentation. The data analysis technique for cultural values uses Sundanese cosmology and visual analysis uses morphological aesthetics with descriptive, analytical, interpretive and evaluative stages. Based on the analysis, it is found that the Mahkota Binokasih has Sundanese cultural values in the form of historical values, social values, and values of life through the concept of Tri Tangtu Di Buana. The visual analysis results in a draft recommendation for ornamental motif module assets that can be used and developed in design, especially in Kasumedangan batik.*

*Keywords: Visual Assets, Kesumedangan, Makuta Binokasih, Aesthetics Morphology*