

ABSTRACT

Songket Palembang is a traditional Indonesian cloth that famous for its high-quality motifs and materials. This is because Songket Palembang is a historical cloth that tells the story of the high-ranking officials of the Malay kingdom in Sumatra. However, as an heritage object, Songket Palembang tends to experience a decline both in terms of the object and the existence itself. In the process of strengthening one of the symbols of the heritage cloth, innovation is needed from activities that are inherent in people's daily lives. In this case, the typography industry which is currently well developed in Indonesia is able to support the Songket Palembang with forms of acculturation and distillation. In actual practice, industrial typography has become part of society that cannot be separated from technology, so the transformation of Songket Palembang culture into the typographic form will be able to provide a good response to both sides of the discourse. For preparation, various stages of research are needed, such as observation, interviews, and literature study. After accumulating the data, research continued with the process of delivering messages and solutions in the form of type specimen books and their supporting print and digital media. Through the 'breath' of culture in the form of typography, the design is expected to be able to encourage the public and young designers to continue creating and developing the culture in any form and medium.

Keywords: *Songket Palembang, Typeface Family, Typography, Heritage Typeface*