

## ***ABSTRACT***

**Affah, Nailiyatul.** *“The Design of Cultural-Based Typeface as the Identity of Malang City.”* **Lecturer: Dr. Paku Kusuma, S.Sn., M.Sn., Bambang Melga Suprayogi, S.Sn., M.Sn.**

*Cultural is often integrated as an adopted concept in the form of typeface design as one of the sciences of Visual Communication Design, such as regional cultural elements up to local community habits. According to Koentjaraningrat, culture is the result of the learning process, including the ideal form, social system, and physical aspects of human experience.*

*The research was performed in Malang to delve into the cultural aspects to qualitative methods and scientific approaches to Visual Communication Design. The data collection process involved literature studies, observations, and interviews. Interviews were conducted with expert sources such as culturalists representing the local government of Malang City and graphic design associations such as the Asosiasi Desainer Grafis Indonesia (ADGI) Chapter Malang.*

*The typeface design aims to give a new face to the identity of Malang City which is rooted in cultural heritage. This initiative aims to brand the Malang City which is expected to help the community in showing the identity of the region's unique identity. The typeface can be utilized for various design requirements such as promotional media, tourist destinations, and other marketing collaterals. Additionally, it fosters a greater sense of familiarity and ease with the regional typeface among people.*

*Keywords: Culture of Malang City, Regional Identity, Typeface*