

## **ABSTRACT**

### **DEVELOPMENT OF KASUMEDANGAN MOTIFS APPLIED IN MERCHANDISE PRODUCTS FOR PUBLIC VISITORS OF THE PRABU GEUSAN ULUN MUSEUM**

by

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*The Prabu Geusan Ulun Museum is located in the center of Sumedang Regency City which was inaugurated in 1973 and is still operating today. The Prabu Geusan Ulun Museum is a museum with high competitive value as cultural tourism because it stores heirlooms from the Sumedang Kingdom. As a tourist attraction, one of the tourists who often visit the Prabu Geusan Ulun Museum is from non-regular groups, namely General Visitors. As time goes by, the existence of the Prabu Geusan Ulun Museum declines, efforts have been made by the Prabu Geusan Ulun Museum to introduce and maintain it to the general public, namely providing merchandise that can be used as promotional or branding media. However, the merchandise provided by the Prabu Geusan Ulun Museum is not optimal in its diversity characteristics, especially for general visitors. The aim of this research is to continue previous research, namely implementing the Makuta Binokasih Sang Hyang Pake Visual Assets and designing motifs inspired by the Makuta Binokasih Sang Hyang Pake decoration and the Tjikeroeh Sword Motif which are applied to Prabu Geusan Ulun Museum merchandise products for general visitors. This research uses qualitative methods through the process of collecting data from literature studies, observation, exploration and interviews. The final result of this research is the creation of a motif design inspired by the Kasumedangan motif which can be applied to merchandise products.*

*Keywords: Merchandise, Motifs, Prabu Geusan Ulun Museum, Decorative Variety*