ABSTRACT

MASTERBRAND LOGO AS IDENTITY OF SAUNG ANGKLUNG UDJO BANDUNG IN SUNDANESE ART SOCIALIZATION PROCESS

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This study aims to determine the "Masterbrand Logo For Identity Saung Angklung Udjo Bandung In Sundanese Art Socialization Process. To answer that problems, researchers analyzed the logo of Saung Angklung Udjo according to the form meaning, and the value essence of the logo.

The research use qualitative approach while the method used descriptive. Data collection techniques used interviews, observation, documentation, Internet Searching and Library Studies. The informants of this research was 4 people, they are, 1 as key informant and 3 as supportive informant.

The results indicated, that logo Saung Angklung Udjo Bandung may indirectly serve as a medium of sundanese art socialization process with the ***forms, meanings*** *and* ***values*** *embodied in the essence of the logo. By placing one of Sundanese art musical instrument, angklung as one element in the logo can demonstrated commitment and professionalism of Saung Angklung Udjo as a conservation place of Sundanese culture, especially angklung.*

Conclusion of this research shows that Masterbrand logo of Saung Angklung Udjo can be use as the media in the sundanese art socialization process. Logo of the Saung Angklung Udjo logo is always involved in every event scheduled by the company. In this way, Saung Angklung Udjo expects element in a logo which is angklung can socialize Sundanese arts especially the Sundanese instrument to public.

Suggestions presented in this research is that Saung Angklung Udjo can renew the appearance and the songs are displayed at the show, so the visitors won't feel bored about the played by Saung Angklung Udjo.