

Penciptaan ragam hias tingang haguét sebagai alternatif brand identity Kabupaten Pulang Pisau Kalimantan Tengah

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20442691&lokasi=lokal>

Abstrak

Pulang Pisau is a 12 years old division regency in Central Kalimantan Province. The magnitude opportunities of tourism sector require the local government and various relevant stakeholders to developed their regional identity through brand identity. Dayak Ngaju, the biggest and dominant indigenous group in Pulang Pisau Regency, has the stand out cultural aspects and be able to represent the regency. The representation is filtered and merged into a visual form. The landscape aspect of Pulang Pisau Regency, like Kahayan and Sebangau rivers, also plays a main role in contributing the distinctive character. This paper is an attempt to build a brand identity of Pulang Pisau Regency through a simple study of the cultural identity of their local community. The result is an ornament named Tingang Haguét.