THE DESIGN OF VISUAL BOOK OF "DAMAR KURUNG" AND MASMUNDARI AS THE MAESTRO OF ART FROM GRESIK

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ABSTRACT

A "Damar Kurung" Decorative Art (or Deco Art) is one of the oldest traditional art and culture heritage in Gresik. This art has existed since the era of Sunan Prapen and has become Gresik people's art and culture tradition. The existing of "Damar Kurung" decorative art has lost from people's mind since the death of its maestro, Masmundari. Masmundari is a "Damar Kurung" pioneer artist who has succeeded in introducing it to the eye of the world, because of his successful exhibition and the achievements he had.

But in fact, this art's popularity has decreased because of lack of knowledge and comprehension about "Damar Kurung" itself. Nevertheless, "Damar Kurung" is a deco art which is originally owned by Gresik people. "Damar Kurung" paintings tell the history about the tradition, the old customs, and the life of Gresik ancient folks. Enhancing people's enthusiasm to learn about how to preserve this heritage art is one of the potential way to bring back the popularity of "Damar Kurung" as the folk art of Gresik.

The design used a research method based on AIO questionnaire and depth interview to get the primary data and existing articles, visual books, and literature books to get the secondary data. The target audience of this book is adults with age range at about 18-25 years old, who have active characteristics, high curiosity, and concern about their surroundings.

They are interested in knowledge book --also known as encyclopedia, with strong story plot and interesting visualization to strengthen the idea of the story. This design has a concept: Folk Art Journey, which means "Damar Kurung" is a Folk Art that has gone through a long journey of its journey. Concept determination is based on some analysis that has been done to some segment target characters to approach the audiences need.

This book which is connoted as Folk Art Journey, aims to persuade readers to follow the journey path of Gresik folk art and culture tradition that can be seen from the visualization of "Damar Kurung" so that the readers are able to make their own "Damar Kurung". Book as a media to communicate and the source of knowledge is a long-term media and hopefully can be one of the way to develop and preserve "Damar Kurung" for the future generation. That concept will be seen in every page of this visual book and such a peculiar attraction for everyone.

Keywords : Visual book, Damar Kurung, Masmundari, Gresik.