

ABSTRACT

THE BRANDING SCHEME OF GALENGAN SORA AWI AS A CREATIVE TRADITIONAL BAMBOO MUSIC GROUP

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West Java is one of the provinces in Indonesia famous for as bamboo traditional musical instrument. And yet, their knowledge of bamboo musical instruments seems to be limited in only certain musical instruments like angklung, karinding and suling. Based on that ground, the writer attempts to bring back the indonesians's memories through the so called Galengan Sora Awi. It is a bamboo musical instrument invented by a group of creative artists. They find it compulsory to conserve the heritage of their ancestors' culture. Speaking of the name, Galengan is a path that exists in rice fields and sora means sound, whereas Awi means bamboo. Thus, Galengan Sora Awi means to provide ways for the potentials to maximize their capabilities through bamboo as the musical instruments. To materialize it, the writer makes use of Galengan sora Awi branding. The branding is made up of four elements.i.e., brand positioning, brand identity, brand personality and brand communication. The branding of Galengan Sora Awi will be visualized via logogram that has a bamboo piece shape and the logotype Galengan sora Awi will use the tag line culture, unique and natural. The media used are websites and cd covers, with complementary media such as stationaries, web banner, merchandise including pin, sticker, t-shirt, and mini karinding. With proper branding scheme of Galengan sora Awi as a creative bamboo traditional music, the youngsters will learn to love and preserve the Sundanese culture.

Keywords: bamboo music, culture, Galengan Sora Awi

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