

## ABSTRACT

### **“THE APPLICATION OF COLOR IN KAMPUNG BERKELIR'S DESIGN”**

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*The background of this research rooted from colorful villages in Indonesia. One of the colorful villages is Kampung Berkelir which located in Tangerang. The application of color in Kampung Berkelir serves as an effort to revitalize the living environment of the village. Previously, this village was known to be a slum area, but now it is one of the tourist destinations in Tangerang. The new branding of Kampung Berkelir can't be separated with application of color. Moreover, this phenomenon is closely related to the color theory regarding color contrast. Every space in Kampung Berkelir can be seen to have various colors that creates distinctive sensation. Color is applied on the dominant and subdominant part. Thus, this research will use qualitative method to examine how color contrast and harmony applied in Kampung Berkelir.*

**Keywords :** *Color, Village, Color Contrast, Dominant, Subdominant*

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