

## ***ABSTRACT***

*Local wisdom is a unique view, a term to indicate the uniqueness that has been the view and way of life of people in an area for generations. This local wisdom can be lost or claimed by other regions if no one is aware or aware of the existence of local wisdom. The iron crafts of Pasir Wetan village are one of the local wisdoms of Banyumas which holds potential within them. However, the problems that exist in the iron crafts of Pasir Wetan village hinder this potential so that it is not realized and known by the community. To overcome this problem, a branding design was created so that the potential of Pasir Wetan village crafts could be recognized and acknowledged by the wider community. Based on qualitative data collection and the results of analysis through SWOT in branding, the USP of the Pasir Wetan village iron craft is the name Empu on each production house. The name Empu has meaning and historical value in it which makes the Pasir Wetan iron craft the center of the history of the Banyumas Iron Empu. This USP and Positioning are then applied to several visual communication media with the aim of being recognized and recognized and embedded in the minds of the wider community. The visual communication media chosen include logos applied to Instagram media, billboards, directions, signboards, posters and souvenirs.*

*Keyword: branding, history, design concept*