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## Visual Exploration of Dayak Legends: Analyzing the Visual Language of Kamang Motifs

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### ABSTRACT

West Kalimantan is recognized by its rich culture, one of which is the Kamang motif. This motif is a visualization of the Dayak Kanayatn legend. This research aims to find out the meaning of Dayak legends in the visual elements of Kamang motifs through visual language approaches. This research focuses on the structure of visual communication in Kamang motifs, namely how the content of Wimba, Way of Wimba, and Expression are connected to the visualization of Dayak legends. The research method used is Qualitative Method with research data obtained from literature review that contains various documentation of Kamang motifs. The results showed that the Kamang legend tells about the origin of the Kamang motif and the tradition of "kayo" (cutting off the head of the enemy) which used to be done by the Dayak Kanayatn tribe. This research is expected to contribute to the understanding of the meaning and cultural values contained in Kamang motifs, as well as enriching knowledge about Dayak Kanayatn culture.

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