

ABSTRACT

MEDIA PROMOTION DESIGN For "KOMEDI BETAWI" EVENT

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Art Betawi culture can now only be found in a suburb of Jakarta. Betawi people have a variety of artistic and cultural values that should be kept together in order not to be lost in modern times. The young generation is needed to preserve Betawi culture. Lenong is one form of theater arts Betawi native area, which is played by a group of people, bringing the noble values of Betawi. Betawi Comedy commonly referred to Kombet an organizer Foundation Betawi art performances and other Lenong. Lenong in Kombet, shown by uniting elements of tradition and modern so be performances lenong different from other lenong groups. Unfortunately the campaign conducted by the Foundation has not performed optimally, it is necessary concepts and campaigns to show Kombet can follow the changing times. The method used is observation, interviews, questionnaires, and literature, it was found that the results were analyzed for the benefit of the promotion program. Creative concept of the campaign using the tagline and visual media that can be understood by the intended target audience. Media promotion event used are posters, advertisements in print and digital posters, as well as the use of social media. This design is made in order to enhance the enthusiasm of the younger generation in preserving and maintaining the Betawi culture, as well as create a foundation Kombet increasingly recognized by the public.

Keywords: Media Promotion, performances, Lenong, Betawi Comedy.