

ABSTRACT

Indonesia is a country that is rich in ethnic groups, one of them is the Batak tribe. The Batak tribe is a group of tribes that inhabit most of the North Sumatra region and Batak Toba tribe is one of them. This research will discuss Batak Toba traditional wedding which in this modern times there has been a change in the Batak Toba traditional wedding procedure so that it caused most of the young Batak Toba tribe groups do not understand even do not know the rules and stages that must be done both before and during the marriage, and the meaning contained. Therefore the design of this final project was formed to make an information media in the form of a website for young people in Bandung. In this study using qualitative methods as data collection with literatur study approaches, interviews, observations and questionnaires and using SWOT analysis method (Strength, Weakness, Opportunities, Threat) to analyze data. With the design of this website, it is hoped that the young people of Batak Toba tribe know and understand the stages and meanings of the traditional Batak Toba wedding so that the tradition can continue for next generations.

Keywords: Website, Wedding, Batak Toba, Young People.