

ABSTRACT

The Betawi Culture Children's Traditional Game Festival is one of the social campaign activities which is one of the government's efforts to educate and at the same time raise the image of Betawi traditional games. The diversity of traditional games of Betawi culture is one part of the culture that must be maintained and preserved from generation to generation. Because traditional games are one of the complete media to introduce culture to children because there is a philosophy and meaning of a culture itself. However, there are still many people who do not know about the Betawi Children's Traditional Game Festival. One of the causes is the lack of information and promotion media about this festival. So this study aims to design a promotional media for the Betawi Culture Children's Traditional Game Festival. The design method is made with a creative strategy that will be applied to several ATL and BTL promotional media. Data collection methods used in this design are interviews, questionnaires and literature study which will be analyzed by comparison matrix and SWOT analysis methods. With the design of this promotional media, it is hoped that it can be the right solution for the existing problems.

Keywords: Graphic Design, Promotional Media, Traditional Games, Betawi Culture