

ABSTRACT

Abstract : *Ondel-ondel or what was once called barogan is a large doll that was originally used as a disaster deterrent or exorcist for evil spirits for the Betawi tribe. However, as time went by, the main function of this doll changed into a symbol of entertainment that we usually know as ondel-ondel Betawi. This culture began to fade away and was caused by the shift from the function of ondel-ondel as Betawi culture to become a street musician beggar with inappropriate behavior and not in accordance with the provisions that should be a benchmark according to Betawi culture. This design aims to reintroduce Betawi culture in order to increase the effectiveness of media that can educate the public about ondel-ondel with a target audience of children aged 9-13 years as the majority age of street musicians ondel-ondel in DKI Jakarta. Therefore, the author designed an educational book for children by collecting data using interview methods, observation, and literature studies. For data analysis collected using matrix analysis methods. The author of the book hopes that through this design, the research can provide educational and informative media that will allow the community and young generation to learn about ondel-ondel from a different perspective.*

Keywords : *ondel-ondel, educative, informative*