

ABSTRACT

Title: Campaign Design of Traditional Arts Introduction (ensemble) Karo Gendang Telu Sendalanan

Gendang telu sendalanan is one of the Karo's ensemble, which in ancient times it is often used in various ceremonies such as healing procession, funeral, housewarming, wedding, etc. However, lately the existence of this traditional music ensemble begins to disappear. In fact, many Karo's youth generation do not know the Karo's traditional ensemble. There are several main factors that lead to the disappearance of traditional music ensemble, for example, they think that the music is considered boring, monotone, and old-fashioned. Therefore, to reignite the interest and awareness of young people for this Karo's traditional music the strategy and media campaign are needed. The methods used in data collection are observation, interview, and literature study. The data obtained are then processed by a SWOT analysis as the basis for creating the strategy of "Campaign Design of Traditional Arts Introduction (ensemble) Karo Gendang Telu Sendalanan". Campaign strategy used is by creating a video shown on the socialization of the gendang telu sendalanan. In addition the supporting media used are poster, billboard, gimmick, and others. This campaign is expected to help raise awareness of the young generation to keep, love and preserve Karo's gendang telu sendalanan.

Keywords: Campaign, art, gendang telu sendalanan, Awareness