

ABSTRACT

When this culture traditional many pushed by a culture that is considered more modern. It is necessary to get the attention to the one time there was not obliterated by the time. The traditional music is one of the cultural heritage we have to preserve and we continue to develop.

One Java Seni is one of the craftsmen that produces a wide variety of traditional musical instruments typical of the Sunda strait is located in the city of Bandung. Once upon a time One Java Seni had grown well, but unfortunately when this One Java Seni from lack of attention. The lack of media promotion is to be one of the main cause of reduced consumer of One Java Seni.

The solution that it is considered appropriate in order to solve this problem, is to make the design of an event culture, traditional Sundanese organized by the One Java Seni. To that end the concept and target market is right is necessary. The data obtained through the method of interviews, questionnaires and comparisons to get the appropriate data and factual, which is used to the design of the event and also the media promotion of events that are appropriate for the category of One Java Seni. Some media used is The posters, Flyer, The banners bore lines, x-banner, Backdrop, souvenirs and social media.

With the event, it is expected that the city of Bandung more concerned about culture in their traditional and gives a distinct advantage for companies involved, namely One Java Seni.

The key : Culture, Musical instrument, Event, Media, Sunda