

ABSTRACT

The traditional game of West Java has not been widely recognized by elementary school children in London, because today the existence of the traditional game of West Java began to change, especially in terms of primary school children's interests are more interested in the culture of the new game that smells of technology, especially in big cities such as Bandung. Therefore it is necessary awareness campaign traditional West Java games to give science to elementary school children in Bandung, West Java on traditional game using qualitative methods as a research procedure that produces descriptive data in the form of words written or oral, data processing included studies literature, field observations, and interviews. The concepts in this thesis is the introduction of a traditional game campaign in Bandung West Java. The importance of the introduction campaign of West Java's traditional game to add information and knowledge about the traditional game of West Java to elementary school children in Bandung.

Keywords: Introduction of Traditional West Java's Games Campaign, Campaign, West Java, traditional games.