

ABSTRACT

TOPENG BENJANG PROMOTION DESIGN FOR YOUTH IN BANDUNG

Mask arts development Benjang very alarming when seen from the development of the era will be full of information and the technology to a foreign culture is very easy to adapt to the people of Bandung, especially the younger generation. Although currently still used as a mask Benjang opening ceremony circumcision and weddings, the opportunities these fields is still not promising a bright future. It would be very unfortunate if this situation persists so that the preservation of cultural diverse nation in the hands of young people who are not too interested in sustainability culture. But there are still many who have a great desire to learn Benjang Mask Art. It can be seen bedasarkan survey on average children middle school age are now either do not know the art Mask Benjang, and who knows the art Mask Benjang, they have a desire to learn the art Mask Benjang. Children's desire is certainly to be maintained and directed properly. Because it's art Mask Benjang need to be maintained and enhanced and its potential existence of appropriate duties and functions of the Department of Tourism Bandung. Efforts made in this design uses several qualitative research methods in data collection, namely the study of literature, interviews and AOI and SWOT analysis method. The design is intended to target the promotion of youth aged 12-18 who lived in Bandung. Approach and strategy of this campaign will be conducted with media creative visual concepts that are tailored to the target

Key Word: Promotion, Topeng Benjang, Art