

# DESIGNING OF ANDROID APPLICATIONS ABOUT MULTICULTURAL SUB-TRIBE OF NORTH SUMATERA BATAK

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## ABSTRACT

Indonesia is known as a country that has natural resources, variety of tribes, language, religion, beliefs, and customs. North Sumatra is one of the provinces in Indonesia which has a rich variety of tribes, namely Malay, Batak, Nias, and but the the Batak have sub-tribes of the variegated like: Batak Karo, Batak Toba, Batak Pak-pak, Batak Simalungun, Batak Mandailing and Angkola. Each of these sub-tribes have much difference i.e., the jargon (greetings), customs, custom clothes, typical food, different languages, and natural scenery that owned each area is also different. Diversity of Batak is not yet known or yet to be distinguished clearly by the people of Indonesia as well as outside, and yet there is a *mobile application for Android* to introduce typical of the overall diversity of the Batak are there in North Sumatra. So the need for a medium that is capable of giving a clear knowledge about the range of the whole of the sub-tribes existing in the Batak of North Sumatra to the wider community. The use of methods of data collection through the library study, observation, interviews were conducted to obtain information about multicultural sub-tribes of the Batak and use methods of analysis through comparison matrix and detailed questionnaire aimed at as a reference in the design media. Media information to be designed is the android application about multicultural sub-tribe of Batak in North Sumatra, which is expected to happen again not ignorance the outside community will and cultural diversity of the Batak of North Sumatra owned by.

**Keywords:** Application of mobile culture, customs, cultures of North Sumatra, the Batak sub-tribe, media information.