

ABSTRACT

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The Toraja is located in South Sulawesi have artwork namely architecture in the form of Tongkonan traditional house. First the function of Tongkonan traditional house is always based on the belief that trust is Aluk Todolo original Torajan people. But now the Toraja society considers belief Aluk Todolo is no longer relevant with the times. This led to changes to the traditional values and the identity of the original on Tongkonan traditional house are visible in the form, function and meaning. Therefore, it is required a medium that can convey the information to the Toraja society about the importance of an identity in a culture, especially at the traditional House of Tongkonan. Through qualitative research with a study he did ethnographic methods and literaur, observation and interview to gain the draft concept of media Features. With the media is expected to convey information, especially to the children about the changes that occur in the form, function and meaning on the Tongkonan houses then and now. In addition it is also aware of the importance of Toraja society maintains the Torajans cultural identity already established by the ancestors at the Tongkonan traditional house, for their can share to the next generation.

Keywords: Toraja, Tongkonan, Cultural Identity, Television Features