

ABSTRACT

Dongkrek art is a genuine art originating from the Madiun District that was born in the village of Mejayan containing moral message the spirit of sacrifice. The lack of information media that introduces Dongkrek Arts in detail and the existing media has not included about Dongkrek Arts as a whole has caused many Madiun people, especially teenagers not yet familiar with the original art of Madiun. It is hoped that in this design Dongkrek Arts is well known by Madiun teenagers so that the values contained in Dongkrek Arts can be maintained. Through the method of collecting data with literature study, observation, and interviews with relevant parties are expected to be informed information media will be more factual and detailed and use SWOT analysis method that makes information more targeted and efficient. Media in the form of information book selected for seeing the main target of early adolescents aged 12-15 years who sit in junior high school still use the book as the main medium of learning in school. Through the information book the philosophy values contained in Arts Dongkrek expected to be able to form the character of adolescent Madiun and make it learning in life.

Keywords:

Arts Dongkrek, Information Book, Adolescents aged 12-15 years old, Madiun