

Abstract

Kampung Adat Kuta comes from the word Mahkota or the Crown considered to be his Queen gold jewelry, is one of the historical attractions in the Regency of West Java. Kampung Adat Kuta which is still asri became an attraction towards local tourists to visit. Kampung Adat Kuta has a history of values, customs, and local wisdom that has not been well known by the public or tourists, due to lack of local media to pass. the information will be created for tourists, in order to recognize and safeguard the sustainability of Kampung Adat Kuta so as not to become extinct. The author uses the method of qualitative and SWOT analysis to obtain data in the form of interviews, observation, and study the documents. Then the deeper historical information book Kampung Adat Kuta containing about historical values, customs, and local wisdom of the place. The results of the design of media information the history of Kampung Adat Kuta in Ciamis in the form of book illustrations are expected to provide informative messages against the tourists when visiting.

Keyword: Kampung Adat Kuta, Local Wisdom, Media Information

