ABSTRACT

Surabaya is one of the largest cities in Indonesia that upholds the pride of the city itself, including the culture in the social among the people in the city itself. However, many people in Surabaya do not know the native culture of an area that has the nickname of the hero city. The original culture of Surabaya society is Arek, which is a habit that upholds social character among people such as solidarity, democratic, and egalitarian. One of the causes is the absence of the introduction of Arek culture itself, in terms of the introduction of hereditary or educational. The absence of the introduction of Arek culture has an impact on the social life of the Surabaya community, especially in the younger generation of Surabaya. Where the generations tend to do more social life with friends and community, but the behavior that does not reflect their native culture. So we need a way to introduce the culture of Arek to be preserved and passed down to future generations. This research uses qualitative research methods and SWOT analysis method to find advantages and disadvantages of designed media. The media for introducing the Arek culture is a mobile app, where a means of sharing that is now a basic necessity, especially in the younger generation, can also be used to become a cultural introduction. In the application not only learn it, but will invite to learn first, then the application directs to do and share to other users to participate to do Arek culture.

Keywords: Arek, Mobile Application, Surabaya