

ABSTRACT

Many cultural festivals in Indonesia, one of them is Tabalong Ethnic Festival in Tabalong Regency - South Kalimantan. The festival which has been started since 2011 requires good information and promotion media, but the authors get data that some residents of South Kalimantan themselves do not know about the festival held in Tabalong Regency. the method that the writer will use in collecting data is interviews, literature studies, and questionnaires. From the results of the data collection the authors concluded that Tabalong Ethnic Festival did not have information media that provided complete and detailed information and good promotional media. Therefore the author designs information media and promotional media with the aim of making a branding of Tabalong Ethnic Festival and finally information about Tabalong Ethnic Festival can be known by Kalimantan residents and Indonesian citizens from other provinces. The design concept in the field of visual design is to use ornaments or batik motifs from the typical Dayak and Sasirangan motifs typical of the Banjar tribe of South Kalimantan. The author design website as the main media and is supported by other media such as posters, banners, stickers, other merchandise.

Keywords: *Cultural Festival, Dayak-Banjar, Media Information, Promotion Media.*