

Abstract

The city of Jakarta is the capital of Indonesia which has a variety of histories in its development, the acculturation process of cultures of various ethnic groups who have stopped, come and inhabited this city makes Betawi rich in various forms of adaptation of customs, arts, customs and traditions. One of them is Betawi wedding customs, in traditional Betawi marriages, there are a series of sacred traditions that must be carried out in traditional ceremonies that aim for needs and perfection in life and start building new households. However, the lack of understanding of the meaning and philosophy of the Betawi marriage traditional ceremonies among the next generation of Betawi people makes the existence of these customs increasingly fading, the most common cause of this phenomenon is the modernization of big cities like Jakarta, supported by the influence of foreign and foreign cultures that increasingly make these customs more forgotten. Therefore this design was appointed as a solution to the phenomenon. This study aims to design an information media in the form of illustrated books that discuss the procession of the traditional Betawi wedding ceremony. Complete with understanding, meaning and philosophy contained in it, in order to preserve the existence of one of the Betawi customs amid the influence of the progress of the times. The method used in this study is to use qualitative observations, namely by direct observation, interviews, case studies and literature. The main media used is in the form of illustrated books, using the Visual Communication Design approach. The benefit of this design is that the public can know, learn and pass on the Betawi wedding customs to their future generations, so that people can continue to know and be proud of the existence of a variety of cultures, one of which is Betawi.

Keyword: Illustration Book, Betawi Culture, Customary, Betawi traditional marriage