

ABSTRACT

DESIGN OF COSMOLOGY PHOTOGRAPHY BOOK 'BADUY LUAR' KANEKES

Baduy is a tribe located in Lebak Banten. The Baduy still adhere to their customary law (pikukuh), how their cosmology (view of nature) is to this world. So from that made a customary law (pikukuh) to keep the ancestral culture in order to stay sustainable. Taken from various phenomena that exist, through the internet it is now very easy to find out information and learn something new. But it turns out that there are still few people who know about the Baduy Tribe cosmology, especially the Baduy Luar Tribe, and it turns out that a lot of information is not accurate even far from the reality. Like various information on social media related to the Baduy Tribe, the information presented is not true, especially the issue of customs, culture which means it includes the cosmology of the Baduy tribe itself. The lack of exposure is also the view of the Baduy Tribe towards nature, so that people cannot take lessons on how to treat nature well by the Baduy tribe itself. Through the method of observation, interviews and literature study related to the Baduy Tribe, it was added by using SWOT to conduct data analysis. So a solution is formed to get a lesson from the Baduy tribe about the importance of protecting nature and cosmology or their views on nature, so that we can both preserve nature properly. Through the media of information and learning that are packaged in the form of photography books, so that they can be portrayed in a real and accurate manner. It is expected that the results achieved also meet the needs of the target audience and can educate and provide accurate data through

photography. Keywords: Cosmology, Baduy Luar, Book, Photography