

ABSTRACT

**DESIGN OF INFORMATION MEDIA BASED ON VISUAL CONCEPT OF
KAMPUNG NAGA**

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Indonesia is a country that is rich in ethnic, cultural and religious diversity. Approximately 746 different languages are spread across Indonesia. Six different religions. And from Sabang to Merauke Indonesia has different ethnicities and cultures in each region. With the loss of culture at the moment local wisdom is lost over the times. Traditional village is a local wisdom that is able to preserve customs until now. Like some traditional villages in West Java, each traditional village has rules, arts, and customs for each of the beliefs in the traditional village. Kampung Naga is a traditional village that is still sustainable and still inherits ancestors with an area of 10.5 hectares with 113 buildings, and 108 heads of families. Researchers and community service who will carry out activities in Kampung Naga will get a local guide to get information, but for tourists who just want to enjoy the beauty of Naga village do not get local guides who need to ask to accompany. The dragon village community respects the tourists who come, namely the gathering and the introduction of friendship. But tourists also have to follow the rules there. Making visual-based information media to introduce Kampung Naga customs to tourists who don't use local guides to find out about the history of customs in Kampung Naga and contribute to preserving the customs of Kampung Naga.

Keywords: Kampung Naga, photography book, culture