

ABSTRACT

Nyenang Village is an intangible cultural heritage area located in Cipendeuy District, West Bandung Regency, West Java Province. Kampung Nyenang has a unique culture, tradition, behavior, and customs of its citizens that become an identity that can represent the social life of the community in the village. The people of Kampung Nyenang still carry on the values of their ancestors, one of which is routinely carrying out traditional Hajat Bumi ceremonies every year at harvest time. Hajat Bumi is a traditional ceremony as a form of gratitude to God Almighty for all the results of the earth that has been bestowed. The values of tradition and local wisdom as cultural heritage are not widely known by the local or external community, especially the younger generation due to the lack of information spread. There were not many electronic or printed media that included the Hajat Bumi ceremony in the village. For this reason, it is necessary to make a kind of information media in the form of a photography book as data and documentation that can give a picture of Nyenang Village. Data obtained through the collection of field observations, interviews, questionnaires, literature studies and matrix analysis are used to get the results of book design in the form of a photography book of the traditional ceremony of Hajat Bumi in Nyenang Village. The design of the book can provide information about the uniqueness of the local culture contained in the Hajat Bumi traditional ceremony in Nyenang Village.

Keywords: Nyenang Village, Hajat Bumi, Photobook, Culture.