

## ABSTRACT

*Setu Babakan or Lake Babakan which functions as the center of the Betawi cultural village is intended to preserve Jakarta's cultural heritage, which is the original Betawi culture. In addition to being a place to preserve Betawi culture, Setu Babakan serves as a water catchment catchment south of Jakarta. Cultural tourism presented at Setu Babakan village includes Betawi traditional houses, lenong, Betawi traditional dances, and Betawi traditional ceremonies. The attractions in Setu Babakan can provide education to young people who want to get to know Betawi culture and as a young seed that preserves Betawi culture. Even though this place has many visitors, it still lacks information media in it, so the visitors don't get any information contained in the Betawi village tour in Setu Babakan. It is necessary to design information and education media with the aim of providing information to the public and educating the public to preserve this Betawi culture. Data collection methods used are through observation, interviews, documentation, and literature study. The approach taken in the design is an approach around Betawi village tourism in Setu Babakan. Seeing this phenomenon, the author offers a book design that contains what information is in the Betawi village setu babakan while educating the public about the importance of preserving Jakarta's cultural heritage.*

**Keywords:** Kampung betawi setu babakan, *information Book*