

ABSTRACT

Banceuy means deliberation commemorated at the end of each year and is known as the "Ruatan Bumi", or more commonly referred to as "Ngaruat Bumi". The Ruatan Bumi Cultural Ceremony is carried out by the local traditional village community and under the umbrella of the Subang Culture Office for development, utilization and protection. And, also by the Subang Tourism Office in the sector of promotion of the village of cultural tourism. Culture, the earth's energy is still maintained and preserved in the traditional village of Banceuy until now. And, it is still thick in the cultural values contained in the earth's forces. The phenomenon of the soaring modernization era in the city of Subang has its own impact on the local community's concern for their own culture. There are still many visible, local communities, especially students in the city of Subang who do not yet know the existence of earth culture in the traditional village of Banceuy. This cultural campaign aims to introduce and educate and promote back with a visual style that suits the target audience. As explained above, in this final project report contains the design of Ruatan Earth cultural campaigns in the form of event activation, promotion on social media, as well as preserving the cultural values contained therein. This is caused by the leveling of various visual elements and promotional media owned by various attractions under the Tourism and CSR Department of PTKPU AQUA. The conclusion of the design of this cultural campaign is expected to give a new myth to students in the city of Subang, that by knowing the culture of the earth's (local) culture, they have contributed to take part in preserving the development of the promotion of local culture.

Keywords: activation, campaign strategy, CSR, events, Earth Ruatan