

ABSTRACT

Indonesia is known as a country that has culture. From tribes, traditional languages, arts, crafts and food, each region is very diverse. One of them is the typical Cianjur thunder lamp. Gentur lamp handicrafts are less well known to young people today, because they have lost competition in the field of promotion, because of the very rapid development of the times in the manufacture of various decorative lamps at this time, along with the development of the era, the materials for making soft lamps are replaced with brass and glass. colorful, but unfortunately this is not accompanied by the development of the design. Therefore, this becomes a potential for innovation to develop the appearance of the thunder lamp design. It is hoped that this Gentur lamp design product can become a new design innovation that can increase promotions, especially so that young people can recognize Gentur Lamps, this design aims to introduce a new design model to the Indonesian people, especially teenagers, the method used in this design uses research methods. qualitative research, because qualitative research is a research procedure that produces descriptive data in the form of speech, writing, and behavior, it is hoped that this design can produce light bulb products with new designs and can be of interest to teenagers.

Keywords: *Decorative Lights, Knock Down System, Youth*