

## **ABSTRACT**

*Pencak silat is one of the Indonesian cultures that characterizes Indonesia, is also a typical Indonesian martial art or martial arts, and has been designated by UNESCO as a Cultural Heritage. PGB Bangau Putih is one of the martial arts colleges in the city of Bogor and has Sundanese and Chinese culture in it. The current problem will be designing and making promotional media for PGB Bangau Putih so that it can be better in its promotional media. The purpose of this research is to design promotional media that is more consistent in design and more selling content. The methods to be used are observation, interviews, and library studies. The media designed are social media Instagram, Facebook, and some additional media. After the completion of this design, it is hoped that the promotional media for PGB Bangau Putih will be better and can attract more consumers than before.*

*Keywords: Pencak Silat, Culture, PGB Bangau Putih*