

## ABSTRACT

*Nyiramkeun is a tradition of bathing heirlooms from the Talaga Kingdom with the aim of honoring the heritage of the Talaga Manggung Kingdom and serving as a gathering event for descendants' families. The lack of participation from Generation Z in Majalengka Regency during the Nyiramkeun tradition, coupled with the Talaga Manggung Foundation not having an official medium about the Nyiramkeun tradition that is more relevant to the younger community in Majalengka Regency that can be disseminated on social media, presents a challenge. Data collection for this project design was conducted using observation, interviews, document studies, and questionnaires. The analysis results indicate that there are several unique aspects that can be used as material for creating a medium about Nyiramkeun. Therefore, this project aims to determine the appropriate medium for disseminating information about Nyiramkeun on social media and to identify the platforms relevant to Generation Z in Majalengka Regency.*

**Keywords:** *nyiramkeun, feature video, talaga manggung kingdom, social media, TikTok*