

ABSTRACT

Baros Village, located in Bandung Regency, is rich in local cultural heritage and holds nationally recognized tourism potential, as proven by its achievement in receiving the 2023 Indonesian Tourism Village Award (ADWI) from the Ministry of Tourism and Creative Economy. Despite this recognition, Baros faces significant challenges in managing its tourism sector professionally and sustainably. These challenges include limited human resources, inadequate infrastructure, lack of cultural documentation, and the absence of effective media to communicate the value of cultural revitalization to the community and stakeholders. This research aims to design an informative medium in the form of a zine as a creative and communicative solution to highlight Baros' cultural potential. The study adopts a qualitative approach using the Participatory Learning and Action (PLA) method. Data was collected through observation and interviews, then analyzed using the KJ Method and Priority Quadrant to identify and map the village's cultural assets. Findings reveal six key cultural and subcultural potentials with high cultural value: Wayang Golek (wooden puppets), Wayang Serok, Kendang (traditional drums), Kecapi (zither), Reak Sunda (traditional performance), and Angklung Buncis (bamboo instruments). These elements are essential for branding Baros as a cultural tourism village. By designing an exploratory and participatory zine, this medium is expected to foster collective understanding and cross-sector collaboration in the cultural revitalization process. The zine functions as an inclusive tool for information and education, supporting the preservation of local cultural values within the framework of community-based tourism development.

Keywords: Baros Village, Zine, Cultural Revitalization