

ABSTRAK

Benyamin's Days merupakan acara sederhana yang didedikasikan untuk Alm. Benyamin Sueb sebagai wujud penghargaan terhadap Alm. Benyamin atas pengabdian panjangnya di industri hiburan yang juga berhasil menjadikan budaya Betawi dikenal luas hingga mancanegara. Acara Benyamin's Days telah digelar pada tanggal 4, 5, dan 6 Juli 2014 di tengah keramaian pasar malam dengan menyuguhkan berbagai macam kegiatan hiburan sederhana untuk masyarakat umum, seperti permainan yang dapat dimainkan dengan harga murah, pameran dan *merchandise* murah.

Acara Benyamin's Days diadakan dengan tujuan mengingat kembali serta menyampaikan spirit dan pesan positif dari sosok Benyamin Sueb kepada masyarakat era sekarang yang belum sempat mengenal Benyamin Sueb. Acara Benyamin's Days pun dikemas dengan konsep menghibur dan menyenangkan namun ada pembelajaran yang dapat diambil dari acara ini yaitu mengenalkan, mengapresiasi dan menyampaikan pesan positif tentang Benyamin kepada masyarakat.

Acara Benyamin's Days diselenggarakan dengan konsep merakyat dan sederhana sebagaimana penggambaran sosok Alm. Benyamin itu sendiri dengan menawarkan nuansa sentuhan *vintage* dan natural. Diharapkan kesan dan pesan mengenai sosok Benyamin Sueb melalui dekorasi yang telah terkonsep dapat tersampaikan kepada pengunjung yang hadir meramaikan acara Benyamin's Days.

Kata kunci: benyamin sueb, dekorasi, acara.

ABSTRACT

Benyamin's Days is a simple program that is dedicated to the late Benyamin Sueb as a form of respect for his long devotion in the entertainment industry who also managed to make the Betawi culture is widely known internationally. Benyamin's Days event was held on July 4th to July 6th 2014 in the middle of the night market crowd by presenting a wide variety of entertaining activities for the general public, such as games that can be played with low prices, exhibitions and merchandises.

Benyamin's Days event was held with the purpose of recall and convey the spirit and the positive message of the figure of Benyamin Sueb to the present era of society who have not got to know Benyamin Sueb. Benyamin's Days event was packed with entertaining and fun concept, but there are lessons to be learned from this event is to introduce, appreciate and convey a positive message to the community about Benyamin.

Benyamin's Days event held by the populist concepts and simple as depictions of the Alm. Benyamin itself by offering a touch of vintage and natural shades. Expected impressions and messages about the figure of Benyamin Sueb through decoration that has been conceptualized can be delivered to the visitors who attended the Benyamin's Days event.

Keywords : benyamin's days, decoration, event.