

ABSTRACT
PERANCANGAN VIDEO PROMOSI PERKAMPUNGAN
BUDAYA BETAWI SETU BABAKAN

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The initial idea of making a promotional video originated as an effort to preserve the Betawi culture itself, which aimed to attract more people to love and preserve Betawi culture coming future. Besides the promotion of Betawi culture has a goal to increase the appreciation of a culture that will be removed from the review of cultural and social development through a promotional video and also provides an alternative to the promotional video itself. Indirectly intended as a promotional medium Setu Babakan Betawi cultural heritage in the Srengseng Sawah, South Jakarta.

During this promotion Babakan Setu is just using print media that is still considered to have limited space, typically for display only displayed the results of photography with the elements - elements graphic as a supporter, so long - eventually look monotonous. With this promotional video it will show on Babakan Setu cultural heritage, community life and customs that are still upheld, and the important role their own lives.

Keywords: *Video Promosi, Betawi, Setu Babakan.*

