Abstract

CAMPAIGN DESIGN FESTIVAL CELEBRATION PERANG KETUPAT BANGKA BELITUNG ISLAND

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Introduction to this final report discusses rituals Perang Ketupat smelters in Bangka regency Tempilang rural West. Celebrations Perang Ketupat as one of the celebration that is unique, so it can draw back the attention and influence the thinking of the public and invited interest to preserve this traditional celebration again.

Perang Ketupat still survive until today, but the current whereabouts Perang Ketupat less attractive to the public, especially the younger generation Pangkal pinang city, due to the ineffectiveness of the media used to introduce Perang Ketupat impact on the lack of interest in the younger generation to preserve it. In an attempt to revive interest in the Perang Ketupat requires effective media that can be accepted by a wide range, and one of the effective medium is posters. The choice of media posters, as posters can convey certain impressions and can influence and motivate the behavior of every person who sees it, so that the message can be delivered effectively.

Keyword : Ketupat War, Tempilang, Pangkal Pinang, Bangka, Younger Generation, Posters.