ABSTRACT

DESIGN ART BOOK INFORMATION BETAWI

By:
Muhammad Fikri Imannuddin
51911013
Study Programme Visual Communication Design

Betawi is very rich with a variety of traditional art. Betawi art is born from the fusion of various ethnic and tribal elements. The existence of Betawi culture including traditional arts performances in various forms such as dance, music and so on. An exotic tourist asset. It is fitting develop as traditional arts and other ethnic groups. Betawi art also has its own characteristics, so easily remembered by the public. However, as the development of information and communication technology very rapidly, allowing the entry of new cultures from the outside that can affect traditional art especially Betawi art and cause problems for the preservation of Betawi art. in the design of the book contains information about a wide variety of typical Betawi art, created to help Jakarta government programs in an effort to preserve and introduce Betawi art.

Keyword: *Design, Book, Art, Betawi*