ABSTRAK

PERANCANGAN MEDIA INFORMASI UPACARA ADAT SEREN AUN CIGUGUR KUNINGAN MELALUI MEDIA NFOGRAFIS

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Zaman sudah berkembang pesat, beriringan dengan wilayah jelajah desain pun semakin luas. Kesadaran masyrakat akan desain pun terus berkembang.Karena itu, penerapan desain pada media-media publikasi,promosi dan media informasi menjadi penting dan sangat dibutuhkan.

Pembuatan media informasi seren taun bertujuan untuk mempermudah masyarakat mendapatkan informasi, sehingga masyarakat dapat menambah wawasan dan tumbuh minat terhadap seren taun.

Selama melakukan penelitian dan observasi lapangan peneliti mendapatkan pengetahuan baru mengenai Upacara Adat Seren Taun Cigugur Kuningan, bahwa terdapat banyak kegiatan dalam Seren Taun Cigugur.

Kata Kunci : *Desain, Seren Taun, Cigugur, Kuningan, Sunda.*

ABSTRACT

DESIGN OF INFORMATION CEREMONY OF TRADITIONAL CEREMONY OF BRASS CIGUGUR AUN THROUGH NFOGRAPHIC MEDIA

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The era has developed rapidly, along with the wider range of design areas. The community's awareness of design will continue to develop. Therefore, the application of design in the media of publication, promotion and information media becomes important and much needed.
The creation of information media has always been aimed at making it easier for people to get information, so that the public can add insight and grow interest in seren taun.
During conducting research and field observations, researchers gained new knowledge about the Seren Taun Cigugur Kuningan Traditional Ceremony, that there were many activities in Seren Taun Cigugur.

***Keywords** : Design, Seren Taun, Cigugur, Kuningan, Sunda.*