

ABSTRACT

Indonesia is a country known for its very rich customs and culture, most of which are still preserved today. Customs and culture also play a role in identity to differentiate one region from another. One of the customs in Indonesia, namely the Banyumas wedding custom, the Banyumas wedding custom itself has a distinctive feature, namely the performance of begalan. The begalan tradition is a type of art which is usually performed in a series of wedding ceremonies, called begalan because this attraction resembles robbery which in Javanese is begal. The begalan tradition is entertainment at weddings and uniquely contains various kinds of advice about marriage for the bride and groom, both in the story and in the equipment used and delivered in a witty style full of humor. The begalan tradition is very interesting, but in this modern era, not many people know about its value and its meaning. Therefore, graphic design is one of the solutions used to improve information facilities about the begalan tradition. The research method used is qualitative to determine the type of data and data sources. Primary data collection techniques used in the form of observation, interviews and documentation. As well as secondary data collection techniques by looking at previous journal references on the same topic. Then the data obtained were analyzed using the 5W+1H technique. This infographic design is expected to become knowledge and information for the people of Banyumas and its surroundings.

Keyword : Infographic design, Banyumas Wedding Tradition, Begalan Tradition