

## ***ABSTRACT***

Karo is a tribe that inhabits in the highland of Karo, Sumatera Utara. Its name is used to be the name of one of district namely Karo District. However, the territory of Karo is not only located in Karo district but also other places. The majority of Karonese people live in the mountains and between two mountains namely Sinabung mountain and Sibayak mountain. This tribe has their own language namely Karonese language, its traditional clothes has dominant colors of red and black with gold jewelry as a complement to Karonese traditional clothes. A lot of uniqueness can be seen from Karonese tribe especially Annual Festival that has become a traditional celebration for them. This Annual Festival is also called as *Merdang Merdem* in Karonese language. This festival is celebrated routinely every year and held after rice-planting event is over. It is held to show gratitude to The Creator and to pray for the rice plant so that it can produce an abundant harvest and is free from pests. The Annual Festival is also enlivened with Karonese traditional dance called Gendang Guro-Guro Aron that is participated by all people. Every sub-district celebrates the Annual Festival in different months and dates which makes this celebration unique. This festive celebration is participated by all people in Tanah Karo and is held for six days where every day has its own different meaning. Library research, observation, interview and survey were used in this research in collecting data of Annual Festival of Karonese tribe. In the process of design, media information in the form of guidebook that contains history of Karonese tribe and activities conducted during Annual Festival of Karonese Tribe is made which is later expected to be used to promote Karonese culture and its festive celebration in Sumatera Utara. It is also expected that Karonese culture that comes from Sumatera Utara is known by all society widely.

***Key word: Karonese tribe, Annual Festival, Traditional Celebration***