

ABSTRACT

In the midst of increasingly sophisticated children's games, Hong Community is present in the city of Bandung as a family attraction that offers educational tours and plays traditional Indonesian games. Aside from being a choice of unique tourist destinations in the city of Bandung, the Hong Community has an important role in preserving traditional games.

This study aims to promote the Hong Community to the people of Bandung City so that their presence can be more aware of the community, considering that this very unique tourist attraction is not widely known by the people of Bandung.

Keywords: Traditional games, Hong Community, Bandung