

Abstract

Indonesia is a tropical region that is passed by the equator making thousands of islands in this region rich in natural wealth and culture in each region that has been inherited by the Indonesian ancestors. One of the areas that has an amazing natural wealth and culture is Blora Regency, not many people know the potential of this area. The culture inherent in Blora Regency is the Samin tribe culture, with the teachings brought by Samin Soerosentiko in 1890 to communities around the border of Central and East Java (Utomo, Stefanus Laksanto, 2013: 191). Samin Soerosentiko (Raden Kohar) spread the teachings which in the Dutch colonial era were still regarded as kebatinan teachings with regard to "Manunggaling Kawula Gusti" or "Sangkan Paraning Dumadi". While the Samin tribe itself has a negative stigma by the community that was built from the results of colonial propaganda at the time. The negative stigma makes the Blora District community very sensitive when it says "wong Samin", even though local wisdom can strengthen the identity of Blora Regency itself. The author will design a media solution that is easy to understand and easily obtained by the general public.

Keywords: *Blora, Samin, Culture, Folklore*