

## **ABSTRACT**

Makassar is a city with vast richness of traditional heritage, one of those is Lontara Alphabet. With the growth of Makassar as one of the largest harbor-city in Indonesia, where people of different cultural backgrounds and languages travels to, the usage of this alphabet is slowly abandoned by the citizen of Makassar. Starting from this idea, designing a medium that can reintroduce this alphabet to the younger generation of Makassar is needed, with better approach that suitable for the speakers.

Education of Lontara Alphabeth is still implemented by the government however the impact to the alphabeth's conservation and interest is not significant yet, and the youngsters are losing their local identity. The research method applied in this final assignment is qualitative, by collecting data through observation, interviews, and literature study, by using SWOT analysis method. Appling visual communication design disciplines, this final assignment is expected to produce a creative education media design for Lontara Alphabet learning that suits the needs of the audience. With this creative media, Lontara alphabet can be preserved with the increasing amount of interest, and language-learning capabilities of the young generations of Makassar City.

*Keyword: Alphabet, Lontara, Education Media, Creative.*