

ABSTRACT

Ugamo Malim is an authentic belief held by the Toba Batak tribe. Ugamo Malim adherents are called Parugamo Malim or Parmalim. In general, Ugamo Malin created harmony with nature created by Debata Mulajadi Na Bolon. Parmalim spirituality is contained in the rites of belief that are undertaken, one of which is the Sipaha ceremony which is an expression of gratitude for the people of Parmalim. At present, this ceremony has rarely been performed because followers of Ugamo Malim are increasingly lacking. This contradicts a new cultural and religious breakthrough into the Toba Batak land. The economic level of the community in the village of Sibadihon, which is one of the places where Parmalim people live, is still below average so that it shifts the focus of the community to the fulfillment of material rather than supporting cultural conservation. So far there has been no conventional media coverage other than from the government and local communities.

As a preservation effort, the design of the promotion of Sipaha Lima was carried out using photographic documentation and educational information media about the implementation of the ritual that was packaged as part of the regional tourism potential. It aims to build persuasive educative communication about cultural conservation to tourists to increase tourism visits to Sibadihon Village. In the end, the results of the design in the form of promotional media are disseminated both print and digital through various platforms.

Keywords: Sipaha Lima, Parmalim, Sibadihon, Promotion