

## **ABSTRACT**

*The Jamboree Pemuda Daerah (JPD) of DKI Jakarta 2017 is one of Government concerns, especially in the Office of Youth and Sports in Jakarta Province. It also preserved the Betawi cultur., JPD DKI Jakarta is also used as Betawi cultural campaign for the young generation. In 2017, 424 participants have followed the activities of JPD DKI Jakarta 2017. They trained proficiency in (berlenong), singing Betawi songs up to the original Betawi dance. One of them is red lip dance and yellow siri dance. Hence, in implementing the attitude change component based on Alo Liliweri (2011: 166) are three aspects; cognitive (knowledge, awareness, trust), affective (likeness, sympathy, appreciation, support), and conative (commitment to action). This cultural campaign is expected to change attitudes which formed the attitude and awareness and positive perceptions of Betawi cultural art. The results of descriptive data obtained by the score of sub-variables Identification of 69.7%, Legitimacy of 77.2%, Participation of 80.7%, Penetration 61.1%, Contribution of 76%. Cognitive by 69.6%, Affective by 68.2%, and Conative by 52.7%. Based on the regression test, it was found that the Betawi culture Jamboree activity influenced the attitude change of 0.730. Based on the hypothesis test (t-test), the Betawi cultural Jamboree activity significantly influenced the attitude change, and based on the coefficient of determination, it was found that the Betawi culture Jamboree activity influenced the attitude change by 43.3%.*

*Keywords: Jamboree Youth Area, Cultural Campaign, Attitude Change.*