

ABSTRACT

Indonesia, a country with a diversity of cultural and natural charm, is an island nation consisting of various tribes. One of them, namely in the area of Lombok, West Nusa Tenggara, where the island has a very diverse culture. But the most convenient and sought after by tourists on the island of Lombok itself more to marine or coastal tours. many of the things we see promotion-promotion of an outsider, nothing outperformed its forests, tari-tariannya, and its traditions. Then a lot of things that we see it is part of the promotion, as well as in Lombok, related about the essential ritual or a cultural festival there. People outside the island of Lombok in just many highlights or meminati of existing marine tour in Lombok, especially its beaches. How that is done to be able to provide information to a maximum of tourists of the cultural festival or ritual with doing research using the method of analysis of quantitative and qualitative research. On the basis of those results, it turns out the media that matches is used to provide information about Lombok culture festival or ritual form of interactive multimedia in the form of a visual illustration of the book.

Keywords: Lombok Culture, Cultural Festivals, Tourists, Teenagers, Festivals, Rituals.