

## **ABSTRACT**

Based on an article written by Anselmus Bata In 2018 on beritasatu.com Indonesian language has 127,000 vocabularies and Anies Baswedan while serving as the Ministry of Education and Culture targets Indonesia to have 200.00 vocabularies by 2019. In fact, Indonesia has far fewer vocabulary than English. make Indonesian less popular because of the lack of knowledge about diction to convey what you want to mean.

The era of globalization also plays a role in the fading of Indonesian language cultivation activities, while a good nation should be stronger in defending the language of its homeland although, besides that, it also continues to learn foreign languages. The increasing use of digital media and technology has an impact on the development of the Indonesian language, the current situation is that the function of the Indonesian language is starting to be replaced or displaced by foreign languages and there is behavior that tends to insert foreign language terms. Even though the equivalent in Indonesian is there, because of the attitude that believes that it will look modern, and educated. it is also popular culture in the millennial era.

As a Visual Communication Design student, I am trying to create an alternative media that invites young people to popularize Indonesian again with relevant and educative graphic media so that young people's understanding and knowledge of their language is stronger and more popular.

**Keyword:** Education media, Culture, Indonesia language