

## **ABSTRACT**

### **EDUCATIONAL MEDIA DESIGN ABOUT DUGDERAN TRADITION IN SEMARANG CITY FOR CHILDREN AGED 7-9 YEARS OLD.**

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Semarang's Dugderan tradition, a form of cultural acculturation dating back to 1881, teaches children about tradition, religious values, gotong-royong and unity. The tradition reflects tolerance between ethnic groups, depicted by the Warak Ngendog mascot. Unfortunately, the religious values in this procession are fading, and it is also difficult to find studies that discuss the tradition in depth. The purpose of this study is to determine the creation of illustrative information media about the History of Dugderan by utilising visualisation appropriately with the target of children aged 7-9 years so that they can develop character with cultural values. This research was conducted in Semarang, using a descriptive qualitative method. The data of this research was collected by observation method conducted directly to Semarang, semi-structured interview with related sources, survey on children aged 7-9 years old to understand their way of seeing and visual process, and literature study.

**Keywords:** Dugderan, History, Cultural Value