

ABSTRACT

*Lengger is a traditional cultural heritage of Banyumas that is rich in artistic value and philosophy. However, this art faces challenges in its preservation due to a lack of interest among the younger generation. Therefore, the photography book *Lengger: Harmoni Abadi* was designed, featuring essential elements such as history, the philosophy of dance movements, accessories, costumes, and accompanying music. This research aims to promote *Lengger* art through an engaging and informative visual approach. The research was conducted using a descriptive qualitative method with data collection techniques including observation, interviews, literature review, and documentation. Data analysis employed the 5W + 1H method to structure the information. This design uses the Neoclassical concept to adjust to the theme and create an appropriate experience for readers. The result is the *Lengger: Harmoni Abadi* photography book, supported by additional media such as posters, stickers, calendars, tote bags, tumblers, and t-shirts to expand the promotional reach.*

Keywords: Photography Books, Lengger, Preservation, Promotion.