

## **ABSTRACT**

### ***DESIGNING ONDEL-ONDEL AS THE MASCOT FOR THE BETAWI CULTURAL TOURISM VILLAGE OF SETU BABAKAN***

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*Ondel-ondel is one of the cultural heritages of the Betawi tribe that still exists today. Ondel-ondel can currently be found in the form of performing arts or decorations. The Betawi Cultural Tourism Village Setu Babakan area is a settlement designed with the main purpose of preserving Betawi cultural heritage. The area does not yet have a memorable mascot that can be recognized by people visiting the place. The research method used is The Design Method developed by Eric Karjaluoto. This method consists of four main stages: Discovery, Planning, Creative, and Application. The resulting output is ondel-ondel as a mascot to introduce the Betawi Cultural Tourism Village Setu Babakan area. This output is expected to reintroduce ondel-ondel with a friendlier appearance to the community as well as serve as a promotional medium and convey information about the Betawi Cultural Tourism Village Setu Babakan area.*

**Key words:** Mascot, Babakan Lake, Betawi, Ondel-ondel.

References :

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