

**DESIGN STORYBOOK ILLUSTRATION OF BETAWI FOLKTALE
"KUNYIT EMAS" FOR CHILDREN OF ELEMENTARY SCHOOL IN
JAKARTA**

***Abstract:** Indonesia is a country that has a vast cultural diversity. However, the progress of the current information technology brings a negative impact by starting the abandonment of one of the archipelago's cultural folklore by the younger generation. This design aims to display the illustration story book "Kunyit Emas" for elementary school children in Jakarta. Method of data collection was done through observation, study of the literature, interviews and questionnaire. Methods of analysis used is SWOT analysis taking into account the strengths, weaknesses, threats, and opportunities that reflect from picture story books in circulation. Illustrated folklore book "Kunyit Emas" uses appealing illustrations that correspond with children ages 6-12 years. The book is expected to increase again the interest of the younger generation against read folk tales. This book can also be used by Cultural Preservation Hall Jakarta as an instrument of cultural preservation*

Keyword : Books, Folklore, Illustrasion, Kunyit Emas, Betawi