

ABSTRACT

Rapid modernization in Indonesia has forced many people from various parties to participate in conservation of many regional tradition. Traditional marriage of Riau Malay is one of the tradition which need serious conservation in order to keep it as one of Indonesia's precious culture.

To preserve this tradition, an attractive method of conservation is expected, obviously without reducing it's completeness. Book illustration is one of the best method which can contain detailed information of Riau Malay traditional marriage while also describing the meaning of each steps. Using this method, detailed information can be delivered by presenting attractive illustration while explanation by words may explain hidden essence of the tradition.

Literature review is used as the method of gathering data. Realist illustration is chosen with pre-marriage adult as target reader. An attractive book illustration for traditional marriage of Riau Malay generated by this research is expected to guard this tradition from extinction.

Keywords: tradition, book, book illustration, marriage, Malay, Riau