

ABSTRACT

Sundanese Language speakers nowadays were decreasing. To prevent that, Governor of West Java has set Sundanese Language as a mandatory local subject in West Java. However, students' interest in learning Sundanese Language were low. This is because there are still books that seen as “ugly” book and it worsen by non-optimal teaching methods. One of the student textbook publishers argue that existing books in the market still designed with no or low effort. In this research, we redesign Sundanese Language textbooks using interview with Sundanese Language teachers, analysis of several other textbook, and do questionnaire to understand what kind of textbook students want as design consideration for the new book design. Based on design theory, this redesign of Sundanese Language textbook for first grader of elementary school were done to have new textbook design that easier to read with dynamic graphic layout and with illustration that were drawn on cartoon-style so that the delivery of the material can be more fun for elementary school students.

Keyword: Elementary School Textbook, Sundanese Language, Redesign