

ABSTRACT

The existence of traditional culture in each region is currently rarely known and beginning to be marginalized until facing the crisis of extinction. One of them is the Sisingaan Art. The lack of interest from the younger generation to learn and continue it often makes the practitioners of this art only the elderly or even seniors. This has an impact on the poor preservation of culture due to the absence of successors. The purpose and benefits of designing an illustration book as a medium for introducing Sisingaan culture to children are to introduce Sisingaan culture in order to preserve efforts to avoid cultural extinction. This research uses a qualitative method with data collection through literature study, observation, interviews, and questionnaires. The data is then processed with analysis of comparison matrix of similar projects and SWOT based on the theory of Visual Communication Design, Illustrated Storybook, Sisingaan Art, and Child Cognitive Development.

Keywords: Illustration Book, Sisingaan Art, Children.