

ABSTRACT

DESIGN BOOK ILLUSTRATION TO INTRODUCE CONGKLAK IN CHILDREN OF ELEMENTARY SCHOOL

Currently of traditional games in west java almost to be extinct or it is rare once played by children because children generation is not interest to the game traditional , compared to the game more modern .There are only a few , as one of them book or communities certain are still active performs activities preserve the game traditional .Some games traditional it is rare once played between other hide and seek , bentengan , congklak , stilts , and marbles. Hence a lot of parents and children who do not know merit or value added of the game traditional.Various game the traditional have enough excellence not in be on the modern, as growing a sense of solidarity or the solidarity, empathy to others, familiarity with the nature and always carry values sportsmanship and socialization.This research in a qualitative to know characteristic of the reader and the method of analysis training to know the advantages and disadvantages of media designed. Based on analysis of the that has been done so found solution how to make media effective to introduce of traditional games congklak to children primary school through a book or their parents .Thus a message to reintroduce of traditional games congklak can be achieved in the community about .

Keywords: Traditional Games, Media Effective, Congklak, Book Game.