

## **ABSTRACT**

Indonesia is an archipelago that has a variety of arts in each region. One area that has a variety of arts is Kebumen Regency. Some of the arts that are still displayed include dance in the form of Ebleg dance and Cepetan Alas. While arts such as Jamjaneng and Jemblung have rarely been performed, so that the arts are still less known by other local communities and the Kebumen community itself, especially among students. In addition, these arts have begun to be abandoned because of the many influences from other cultures. Providing information about traditional arts to students in Kebumen is still lacking, they are only taught art in general at their schools. Information about traditional arts such as history and philosophy / meaning must be given to students, so that they do not only know the movements or visual arts. They are the next generation of the nation, and they can bring information about the traditional arts outside the region. If the information is not provided, it is feared that the traditional arts will increasingly be forgotten. To answer this problem, a research process was carried out using the literature study, observation, interview and questionnaire methods as well as visual data analysis and comparison matrices. From the results of this research, we need a media to provide information about traditional Kebumen art. The media to be designed are traditional art books aimed at junior high school / equivalent / high school / equivalent students in Kebumen Regency, aged 12-19 years. The book contains information about traditional arts such as history, philosophy / meaning and other information accompanied by visuals in the form of photography to help readers understand the contents of the book. So that information about traditional arts can be known and well received by the reader.

**Keywords :** Book, Traditional Arts, Kebumen Region