

ABSTRACT

*Tidung tribe is one of the tribes in North Kalimantan. Tidung tribe is known as a Muslim tribe. Tidung tribe is very strong in carrying out traditions from generation to generation. This tradition regulates people's lives, such as how to shake hands, eat and drink, dress, and in terms of wedding ceremonies. However, currently, the existing traditions in Tidung culture have undergone changes and some have been abandoned by the community. Along with the emergence of cultural differences brought by each newcomer to North Kalimantan, the Tidung people themselves became less aware of their traditions and culture. This study aims to design educational media in the form of an illustrated book that discusses Tidung tradition and culture, which is expected to introduce Tidung culture to the younger generation, and Tidung tradition and culture can continue to exist. The process of collecting data is done by means of observation, literature study, and interviews. From this research, the main media that will be designed is educational media in the form of an illustration book about Tidung tradition and culture with the title *Seritan Ulun Pagun – Stories of Tidung History and Culture*. With this design, which is hoped it can educate and introduce Tidung culture to the younger generation so that they can continue to be known and can know the Tidung Tribe so that their cultural traditions can be preserved and not lose their existence.*

Keywords: Tidung Tribe, Culture, Educational Media, Illustration Book, Visual Communication Design.