

ABSTRACT

Along with the times and technology, so that children are now more interested in technology and rarely still play traditional games with other children. Traditional games are cultural products that have great value for children in the context of fantasy, entertainment, creativity, sports, as well as a means to train people's social life, skills, manners and dexterity. In the problem of the abandonment of traditional games by children, there are several contributing factors, one of which is the lack of physical data about various kinds of information about traditional games and how to play them. The design of an illustrated book about Sundanese traditional games as a medium of information and cultural preservation efforts is expected to be able to preserve Sundanese traditional games among children, as well as to train children's growth and development and cultural values. This research was conducted using a matrix analysis research method with several stages such as observation, literature study, and interviews. In the process this research is also carried out by collecting relevant data so that it can support the results of the analysis.

Keywords : Traditional Games, Sundanese, Culture, Children, Informational Media