

## ABSTRACT

Traditional food plays an integral role in community culture. However, knowledge about traditional foods, especially Javanese ones, is still uneven among the younger generation. This can be seen from observations of students at Nur Al Izhar Madiun IT Kindergarten in May 2023, where the majority of them did not recognize Javanese specialties. In order for traditional food not to become extinct and its virtuous messages to be conveyed, it is necessary to preserve it. One effective way is through illustration books. This research is a qualitative study, where data collection is carried out through interview methods, the use of questionnaires, and literature review. The collected data is then analyzed through a comparative analysis approach, focusing on five subjects, namely illustration and visual communication design. As a result, the children's illustration book of this design was successfully designed with illustration style, layout, and fonts that suit the personality of children. As in the selection of the color palette applied in this illustration that uses pastel shades, creating an atmosphere that presents a pleasant impression.

Keywords: Traditional food, Young generation, Cultural preservation, Illustration book, Qualitative research, Visual communication design