

ABSTRACT

Subak is an organization that is based on Hinduism principles, Tri Hita Karana, and mainly engaged in managing the irrigation systems. Nowadays, Subak has threatened in the form of a land conversion phenomenon caused by the younger generation, who are reluctant to be a farmer. The young generation has low interest in becoming a farmer because farmer stigma arises, which is working in the heat and dirt for low wages. The existence of Subak, which will become extinct, will also cause other consequences, such as food shortages or residential density. Also, there are many books that explain Subak, but many of these books still contain monotonous text. The research methods used include qualitative research methods such as interview, observation, and study of literature. These methods are intended for collect and strengthen the data of Subak, which will be presented clearly in the designed media. So therefore, an illustrated book designed to reintroduce Subak to the younger generation, which has information and education about Subak. Illustration books are one of the solutions to introduce Subak through graphic illustration which are expected to attract the attention of the younger generation. The modern visualizations with short informational narratives are expected to attract the younger generation by gaining new experiences to know their own culture.

Keywords : Introduction to Subak, Irrigation System, Illustration Book