

## ABSTRACT

Indonesia has a diverse culture one of which is traditional games for children. Traditional games are usually played to fill the free time and have fun. *Galah asin*, *ucinf sumput* dan *engklek* is a comon traditional Sundanese game played by children of the city of Bandung. But changing times are so quick to make the kids rarely played even much left the traditional game. They prefer to play video games, where have those types of games very much, as well as a very interesting visual attention to children. Video games allow children to be passive to move when they need stimulation of motor and social developments to develop, which they can gain in traditional games that involve physical movement and social interaction between other friends. Therefore, to reclaim the interests of children against traditional Sundanese games required a suitable media. It is therefore necessary to recall children's interest in traditional Sundanese games. Based on data generated from interviews, obseravsi and literature study the ways used to recall the interest of children ages 9-12 is an engineering book with the theme of traditional Sundanese games because this media is in great demand with children. Using the cartoon drawing style, select colors and incorporating elements or Sundanese cultural properties to add a traditional impression. Through the pop up book is expected that children can recognize and try to play again in the end the traditional Sundanese games again favored by the children

Keywords : *Traditional games, Sundanese, Book, Illustrastion, Pop Up*