

ABSTRACT

The identity of a group of people with the same background is shown by their culture. Traditional Dance is a culture that has a diversity of historical, aesthetic, and local artistic values. One of the traditional dances typical of Temanggung Regency is the Bangilun Dance. However, currently with the development of the era, the interest of the younger generation, especially children, in traditional dance including the Bangilun Dance has decreased significantly. A challenge for parents, teachers, and the community to maintain and introduce art in each region to arouse children's interest. This research and design uses a qualitative approach with a product development method. The initial stage involves collecting data through interviews with dance experts, artists, and parents and teachers to explore their needs and expectations regarding traditional dance introduction media. With media presented informatively with the aim of introducing local culture to children, illustrated books are chosen for cultural development because of their ability to convey information effectively, by adding visualizations in the form of illustrations and explanations through narrative text. Thus, it is hoped that the message contained can be conveyed clearly, lightly and easily understood. Based on the findings of literature studies, observations, and interviews, this illustrated book will contain a brief history of the Bangilun Dance packaged with a fictional story. Therefore, this illustrated book can be an encouragement and a new source of inspiration for the younger generation to continue to develop and preserve traditional Indonesian dance arts, while improving their dancing skills as a form of appreciation for the nation's cultural richness.

Keywords: Bangilun Dance, Illustrated Book, Preserving, National Culture