ABSTRACT INDONESIAN-SUNDANESE VISUAL DICTIONARY SERIES DESIGN FOR ELEMENTARY STUDENTS

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Sundanese language is the native language of West Java. Despite of positive assumption sprang up towards the traditional language and culture, nowdays the appreciation of Sundanese language is declining. Generally, the children in urban areas of West Java have been using Indonesian language as daily life language, and also the existence of visual dictionary for children is fewer than the storybooks and textbooks. Necessarily, the need for dictionary should be cultivated to the children since early age as an indication of national culture. Frequently, the elementary school children who reside in urban areas were forced to learn Sundanese vocabulary which is "unfamiliar", so the children only verbally mastering the "foreign" vocabulary that irrelevant to their daily life as the result.

Based on this problem, through the observations, literature studies, interviews and matrix analysis, the author designs Indonesian-Sundanese visual dictionary series for elementary school children which includes about objects or living things in daily life. Hopefully, this visual dictionary series can be an effective learning media of Sundanese language for children in urban areas of West Java and also increase children's interest to use Sundanese language in daily life both oral and written.

Keywords: Visual Dictionary, Children, Sundanese, Urban Areas