

ABSTRACT

CIREBON MASK'S HISTORIES AND PHILOSOPHY VISUAL BOOK PLAN

Cirebon mask dance is a traditional culture that sending moral messages about human life. But unfortunately in this days Cirebon mask dance starting to faded. The research result said that Cirebon city has lack of literatures about Cirebon mask. I am as researcher and illustator has an order to create illustration book that serves information about Cirebon mask dance with twelve to eighteen years old teen as target. In this plan researcher using SWOT analysis. As the result, the meaning of Cirebon mask dance could sent through illustration book. The concept of illustration book is pop style, using colorfull and expressive colors as teenagers mood. The goal of this project is to bring knowledge about local culture to Cirebonese, morale messages in this Cirebon mask and in the future there are respect and lustfull side of human that increased.

Key Word: *Illustration book, Cirebon masks, SWOT*