

ABSTRACT

DESIGNING BOOK ILLUSTRATION OF INDONESIAN FOLKLORE

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Indonesia is divided into many regions, and each region in Indonesia has its own folklore. Folklore has become one of the culture of these regions, especially to children. There are many lessons to be learned from folklore, one of them is moral lesson and, character build of the story and the characters in it.

Children today more interested in modern stories and think that folklore is out of date. So many children who don't know about Indonesian folklore. In addition, lack of media for introduce folklore is also an obstacle. Actually there are existing media such as sinetron, but more directed to adult audience.

By using the method of collecting data through interviews with experts on book illustration, literature review in books or other resources related to the book illustrations and folklore and the distribution of questionnaires to the target audience, is expected to obtain the desired data for the design of the book's illustrations folklore.

It is needed the media to introduce folklore to children. Selection of book illustration as a medium of recognition because there are many benefits gained. It is expected to make book illustrations as a media introduction of folklore Indonesia could attract children to read and know the folklore Indonesia.

Keyword : Folklore, Media, Illustration Book