

ABSTRACT

DESIGN OF CHILDREN'S BOOK ILLUSTRATION FOLKLORE RIAU

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Malay as one of the cultural elements of Riau is a tool conveys cultural values such as local wisdom contained in the stories of its people. Through folklore, especially the children can help instill character and noble nature through moral message contained therein. But in reality, there are still many who do not know the folklore Riau and feared these stories disappear consumed by age. The collection of data as a reference obtained from the questionnaire, interview and observation. Content analysis and visual analysis are performed to determine viable and attractive products have to be enjoyed by segment. From the research results of the children liked the book full color with bright colors, more illustrations than text and text size is not too small. For it made an interesting illustrated book for children ages 7-9 years so that they are interested in reading folklore so that children can get to know the folklore from an early age. The book uses a cartoon style illustrations, fullcolor and does not use a lot of text. So that with the creation of an illustrated book, the riau folklore can be well documented and prevented from being lost.

Keywords: folklore, Riau, illustrated book, language, children