

ABSTRACT

Pupuh Raehan is a form of innovation in Sundanese arts and has undergone some changes and development by adjustment in joining Sundanese and Western musical idioms without losing their human values. However, in the middle of this globalization phenomenon, it can be seen that modern urban societies start forgetting the roots of local culture such as values and traditional languages causing pupuh becomes difficult to understand without any translation assistance and lack of interest to be preserved. Due to the lack of visual media that can explain a message in education of Sundanese cultural literature make the author write the visual experiments illustration of Pupuh Raehan in order to more easily understand its value, character, and meaning. The stages of the design process in the pre-experimental method are divided into experiment of styles and visual objects, medias experiment to apply the works, and and determine the supporting media for industrialization and commercialization purpose. The design of this exploration is expected not only to be an appropriate effort to preserve and revitalize traditional culture but also to increase the understanding of the value of human life in the expression of local arts.

Keywords: Sundanese, Pupuh Raehan, Illustration, Experimental.