

ABSTRACT

Bajidoran is one of the folk art performances that developed in the Karawang area. This regional art reflects the culture of the people. The culture formed from previous ancestors contains noble, social, and religious values. The dimming of the existence of cadets in the current era of globalization has an impact on the younger generation. This is a big problem, there is no young generation who knows the art of performing Bajidoran in the future. With these problems, an information media type of illustrated book is needed that aims to provide an understanding of the art of Bajidoran performances for the younger generation so that the performance of Bajidoran performances is not removed from its roots. The method used in this study is a qualitative method by means of collecting data from literature studies, observations, and interviews, which are then analyzed using the SWOT method and analyzing similar works that produce illustrative book design ideas that can be understood by students in Karawang. This illustrated book can be used as a reference for students in Karawang regarding the performing arts in Karawang.

Keywords: Illustration Books, Bajidoran Arts, Culture