

ABSTRACT

Garut City is one of the regencies in West Java and is a city that has a lot of arts and culture and natural tourism destinations that are quite widely spread throughout the Garut Regency. The arts and culture of the Garut area are very diverse and are closely related to the norms of life and have a very strong history of describing ancestors through traditional arts. Art and cultural activities of the region are usually not free from elements of music. Regional musical instruments that are often used at an event are usually musical instruments made from bamboo such as angklung, bamboo flute, calung, and other Sundanese traditional musical instruments made from the same. In addition to the musical instruments that have been mentioned, as for other musical instruments made from the same, namely Celentung from the city of Garut.

However Celentung is not yet well known by the general public, therefore the media is needed in lifting this instrument. Before determining the media, research is needed first by identifying the problem, formulating the problem, the goals, the limits of any problem, to how the design is. In addition, research methods are also needed in research and design.

There are two design methods used, namely the data collection method and the analysis method. Based on data collection methods will use observation, interviews, and literature study. Then for the analysis method using the SWOT and Matrix analysis methods. The results of the research will determine a design to match the target of making also the target audience of elementary school children which means that an educational book will be designed about the traditional Celentung musical instrument. The benefit of this design is to elevate Celentung as a traditional musical instrument from the Selaawi region, Garut Regency to the general public. In addition, Celentung began to be played by all circles and will continue to be preserved as a cultural art and cultural heritage of the city of Garut.

Keywords: Traditional music instrument, Celentung, Garut City, Book