

Abstract

Rudat is one of the traditional arts that developed in Tasikmalaya Regency. This traditional art reflects the culture of the religious Tasikmalaya community which contains noble, social and Islamic values. The dimming of the existence of Rudat art in the current era of globalization has an impact on the younger generation. The big problem is where the young generation who should be the successor and preserver of this art is rarely found because they do not know of this art. With these problems, we need information media that aim to provide an understanding and knowledge of Rudat art for the younger generation so that this art can always be preserved. The method used in this research is a qualitative method by collecting data through library studies, observations and interviews which are then analyzed using the SWOT method which then results in the idea of designing an information book based on Augmented Reality that can be used by young people in Tasikmalaya. This information media can be used as a reference for young people or teenagers in Tasikmalaya to get to know Rudat art.

Keywords: Rudat Art, Augmented Reality, Tasikmalaya