

ABSTRACT

Traditional theater used to be a religious activity and something that was considered sacred, yet as the time goes, the functions of traditional theater widen such as for entertainment, education, communication, and information. In addition, activities or festivals that held traditional theater performances faces difficulties due to the pandemic. Youth's interest in traditional theater keeps decreasing until it's difficult to find traditional theater performances in our daily lives. This results in traditional theater's existence weaken. This author chose data qualitative methods such as interview, observation, questionnaire, and literature study. Based on the chosen methods, it can concluded that this research needs a solution to introduce and persuade the youths about traditional theater, in this case is Sundanese traditional theater, in order to give the information of the existence of Sundanese traditional theaters through the form of illustration book as the media.

Keywords: art, culture, illustration book, traditional theater