

ABSTRACT

Culture is a way of life that is developed and shared by a group of people, which is passed down from generation to generation. But along with the times, many Indonesian people themselves forget the existing culture. This is because in the era of globalization, people prefer a modern lifestyle which is considered more practical than the local cultural lifestyle which tends to be difficult which results in the fading of cultural culture in Indonesia. The influence of globalization can also have a negative effect on society and erode existing cultural values. It is unfortunate that many people lack sympathy and empathy in an effort to preserve a culture that has been passed down from generation to generation. In designing the illustration book, which is used as a medium of information and education for the community, especially early childhood, data collection methods are used, namely observations, interviews, questionnaires, as well as library research and SWOT data analysis. The design of this illustration book is expected to be able to educate children about the understanding of culture in Indonesia and can instill a sense of care and a sense of belonging to their own culture, so that later they will not be forgotten and can be passed on to the next generation.

Keywords : Ilustration, Archipelago Culture, Early Childhood