

ABSTRACT

University is a melting pot for community and outlander students from various cultural backgrounds, one of which is difference in language. The various usage in language within the scope of the campus cornered the very existence of local languages due to the lack of learning provided by campus. Research was conducted with the aim to describe the design of an interactive book about Sundanese greetings for outlander students at Telkom University. The final research results will be expected to be able to provide interactive, interesting, concise, and easily accessible learning media for outlander students, as well as increase student interest in learning appropriate Sundanese greetings. Research is a descriptive qualitative study. The collected data is then analyzed using SWOT analysis and comparison matrix. The results of the study will be helpful in understanding how to design interactive books appropriately to meet the original research objectives.

Keywords: Interactive Book, Sundanese Greetings, Outlander Students