

ABSTRACT

Tembang dolanan is rarely, never even sung by children anymore. Tembang dolanan has an important function in shaping children's character. It would be a shame if tembang dolanan were replaced by technology and forgotten by society, especially children. There needs to be an interesting preservation medium so that it can be liked and easily understood by children. This research is based on visual communication design theories to support and uses a comparative analysis method of similar project and SWOT analysis. The results obtained from data and analysis are the need for an illustration book about tembang dolanan which contains a story to introduce it to children, as well as the presence of lyrics and a QR code to make it easier for children to know the tune. This research is expected to be able to reintroduce tembang dolanan and design an illustration book about tembang dolanan that are liked by children.

Keywords: *tembang dolanan, children's illustration book, picture book*