

ABSTRACT

Just like Indonesia which has a variety of cultures and uniqueness in each region, batik types and patterns also vary in each different region, as well as Riau regions that have batik with their own distinctive characteristic, Batik Bono, which is one of the uniqueness of the region. The research aims to describe the design of illustrated reference book as a medium to introduce Batik Bono to give insight and increase public appreciation of Batik Bono. The research results are expected to be realized into the design of illustrative reference books so that they can introduce more extensive Batik Bono to Indonesian society. This study is a descriptive qualitative study. The data collection process is carried out by observation, interview, and library studies. The data obtained were then analyzed using comparative matrix analysis, referring to the subject matter of illustration books, and visual communication design. The study of the subject is very useful to understand how to design a proper illustrative book to introduce Batik Bono to the Indonesian people.

Keyword: *Illustrated book, Culture, Visual Communication Design, Batik Bono.*