

ABSTRACT

Sundanese traditional clothing is a traditional costume that symbolizes Sundanese culture and is usually worn on special occasions such as traditional ceremonies, weddings, and religious ceremonies. The underlying concept of this activity book is to use attractive illustrations, easy-to-read typography, and bright colors to inform and introduce Sundanese traditional rituals and costumes, as well as divide it with various informative activities combined with interactive activities that include fun tasks. The research for this paper was conducted using qualitative methods, including data collection techniques such as direct observation and in-depth interviews at SDN 004 Cisaranten Kulon. The presence of an activity book entitled "Knowing Sundanese Traditional Clothing" provides a fun and informative learning alternative and provides basic knowledge about Sundanese culture to children aged 6 to 9 years. Through an interesting and interactive approach, this book can increase children's interest in local culture, deepen knowledge about customs, and preserve the richness of Sundanese culture. This activity book is not only a valuable source of information, but also an effective tool to teach cultural values to children, so that they can better understand and preserve the cultural heritage of their ancestors.

Keywords: *activity book, traditional clothing, traditional ceremonies, Sundanese tribe.*