

## **ABSTRACT**

*Indonesia as a multicultural country has a variety of cultures, customs, and traditions. culture is inseparable from traditions and customs that reflect the local identity of a region. One of the traditional values that is an inseparable part of Indonesian society, especially in Bugis society, is siri' na pacce which reflects care, warmth and emotional warmth between individuals in Bugis society. One of the cultures in Bugis society that is closely related to the culture of siri' na pacce is the culture of marriage. Panai' money is one of the core requirements for marriage in Bugis society. However, in the midst of the times, there have been changes and challenges in preserving the tradition of panai' money. Many Bugis people misinterpret the purpose of panai' money, which is then used as a means of competing for prestige.*

*The problems arising from the high demand for panai' money are serious and deviate from the cultural values of siri'. Based on these dynamics, it shows a shift in values and meanings that need to be understood and addressed wisely. One of the effective media in preserving and maintaining the tradition, so that there is no shift in the value of meaning, namely, books. Through the urgency and role of illustration books in conveying information and solutions related to panai money, it is hoped that the community can be more involved in preserving and maintaining the tradition by maintaining its meaning and values in the context of changing times.*

***Keywords: Panai' Money, Meaning and Value, Illustration.***