

ABSTRACT

Folk tales are a cultural heritage that contain moral values, local wisdom, and traditions that enrich the identity of a region. One of the folk tales that is still not widely known is the story of Si Pet from Aceh, as indicated by the absence of media that tells the story of Si Pet from Aceh. This research uses a descriptive qualitative method with a deductive approach. This study also uses the transmediation technique in designing the Si Pet illustration book. Data were collected through interviews, observations, and literature studies. This research aims to design an illustration book as an educational and entertaining medium that aligns with the learning styles of children aged 7–12 years. The results show that stories in visual form are very important to encourage children to read local literature, so the design of the illustration book is expected to increase their understanding and appreciation of local culture and support the effort to preserve Indonesian culture.

Keywords: Si Pet, Illustration Book, Folk Tale, Transmediation, Children