

ABSTRACT

PERANCANGAN *E-BOOK* INTERAKTIF SEJARAH DAN PERKEMBANGAN TENUN TROSO JEPARA SEBAGAI MEDIA INFORMASI DAN UPAYA PENGEMBANGAN

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Troso Weaving is one of the cultural riches of the Jepara region that has high historical value, but is not yet widely known by the younger generation, especially in the midst of the rapid flow of digitalization. This final project aims to design educational media in the form of an interactive e-book to introduce the history and development of Troso Weaving in an informative and interesting way. The design process is carried out through literature studies, interviews with craftsmen, direct observation, and the application of a visual design approach based on expressive doodle illustrations. Data were collected from written references, documentation of the weaving production process, and the results of direct interaction in the field. The initial hypothesis proposed is that the use of interactive digital visual media can be an effective solution in fostering appreciation and knowledge of the younger generation towards local cultural heritage.

Keywords: Troso Weaving, interactive eBook, local culture, Educational Design, Interactive Visual, Expressive Illustration