

ABSTRACT

DESIGNING THE POP-UP BOOK OF THE LEGEND OF KEDIRI CALON ARANG AS REGIONAL CULTURAL EDUCATION

Submitted by

Mevi Amanda

21105011

The legend of Calon Arang from Kediri is one of the cultural heritages rich in moral and social values. However, the lack of children's books that present this story raises concerns that the tale may gradually disappear from the younger generation's knowledge. This study aims to design a pop-up book as a medium for regional cultural education that is attractive and easy for children to understand. The research method used is descriptive qualitative, obtained from interviews with informants and literature studies to understand the story of Calon Arang and to determine the role of pop-up books in the learning process of children aged 7–10 years. The data analysis method used is SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to evaluate the design of pop-up media as a cultural education tool for children. The result of this study is a pop-up book that not only presents the story in an engaging visual format but also provides an interactive learning experience. The design style of the pop-up book uses semi-realistic illustrations, vibrant color selections, and incorporates pop-up techniques such as v-fold, pull-tabs, volvelles, carousel, and flaps. With the presence of this book, it is hoped that children can better recognize, understand, and appreciate folklore, as well as take part in preserving regional culture so that it continues to live within society. Furthermore, it delivers a valuable moral lesson that negative speech can lead to destructive actions.

Keywords: *calon arang, pop-up book, interactive, cultural education media, children.*