

## ABSTRACT

*The Badulang tradition in Riau is a cultural heritage rich in values of togetherness, gratitude and the spirit of sharing. Unfortunately, this culture is becoming less and less recognized by the younger generation, especially children, due to the lack of relevant educational media. Based on the development of child psychology, there is an opportunity to introduce the badulang tradition through picture story media specifically designed to stimulate their cognitive abilities. This study aims to design a picture story book entitled “Together in Badulang” as an educational tool about the badulang tradition for children aged 8-12 years. The research used a qualitative approach with data collection methods in the form of direct observation of the implementation of the badulang tradition in Riau, interviews with cultural experts, visual documentation, simulations and surveys to children aged 8-12 years to understand their visual preferences, as well as related literature studies. The result of this research is a creatively designed picture storybook to introduce and preserve the badulang tradition to the younger generation.*

**Keywords:** *Badulang, Cultural Tradition, Riau, Picture Book*