

ABSTRACT

The massive flow of information through social media, television, and the internet introduces children to global culture, often more visually engaging and interactive than traditional folktales. The purpose of designing an illustrated book titled "The Origins of the Wijayakusuma Flower" is to introduce children aged 8–10 to the local culture of Cilacap. This design uses a descriptive qualitative approach, collecting data through observation, interviews, and literature review. It also utilizes cheerful cartoon illustrations and bilingual narratives (Indonesian and Banyumasan Javanese) to reach a wider audience. This book is expected to attract children's interest in local culture, while simultaneously conveying moral values and local wisdom in a visual and educational manner. This work is also complemented by supporting media such as posters, x-banners, and digital content to more effectively disseminate Nusakambangan folktales as part of local cultural preservation.

Keywords: *illustrated book, bilingual, Cilacap folktales, children, cultural preservation*