

"DESIGN OF AN ILLUSTRATION BOOK OF SEMARANG GAMBANG DANCE FOR AGES 7-10 YEARS"

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BACKGROUND

- THREAT OF EXTINCTION OF GAMBANG SEMARANG ART
- CHILDREN'S DEPENDENCE ON GADGETS AND LOW INTEREST IN READING
- VISUAL SOLUTION BY USING BOOKS WITH DIGITAL PAINTING ILLUSTRATIONS

Objective

THIS RESEARCH AIMS TO DESIGN AN ILLUSTRATED BOOK OF GAMBANG SEMARANG DANCE FOR CHILDREN AGED 7-10 YEARS TO INCREASE THEIR INTEREST AND KNOWLEDGE OF LOCAL ARTS AND CULTURE.

Methodology

THIS QUALITATIVE RESEARCH USING THE DESIGN THINKING METHOD USES OBSERVATION, INTERVIEWS, AND DOCUMENTATION TO PRODUCE AN EFFECTIVE AND ATTRACTIVE ILLUSTRATED BOOK DESIGN.

Conclusion

THIS ILLUSTRATED BOOK USES A LEARNING CONCEPT TO INTRODUCE TRADITIONAL ARTS TO CHILDREN AGED 7-10. IT ALSO INCLUDES A STICKER BOARD AND KEYCHAIN TO SUPPORT CULTURAL PRESERVATION.

