

## **ABSTRACT**

### **DESIGNING A PICTURE BOOK FOR INTRODUCING LAMPUNG CULTURE TO ELEMENTARY SCHOOL STUDENTS BASED ON ANDROID (A CASE STUDY OF SDN 1 RAJABASA RAYA)**

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*Indonesia is rich in diverse regional cultures, with Lampung being a province renowned for its artistic traditions, including Tapis fabric and Siger headdresses. The impact of globalization has been detrimental, as modern society and children, particularly those at SDN 1 Rajabasa Raya Bandar Lampung, have limited knowledge of their regional culture due to infrequent reading and excessive gadget use. This issue was identified through interviews and observations conducted by the author. To address this, the researcher aims to introduce Lampungese culture through an educational picture book titled "Pentas Seni & Pakaian Adat" which focuses on traditional Lampung clothing. The book's design process included several stages such as mind mapping, mood boards, layout design, typographic scripts, visual style, color schemes, sketches, and digitization. It is presented as a digital e-book (electronic book) that can be easily accessed via Android-based gadgets and other electronic devices like computers through a website. This book integrates stories, language, and messages that are easily understood by children, using illustrations to engage and encourage reading among young audiences.*

**Keywords:** *Picture Book, Tapis Fabric, Siger, Traditional Clothing, Illustration*