

ABSTRACT

THE DESIGN OF AN ILLUSTRATED BOOK AS AN EDUCATIONAL MEDIA ABOUT TRADITIONAL LAMPUNG CAKES TO ENHANCE CHILDREN'S INTEREST IN LOCAL PRODUCTS

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The Lampung Province has unique and diverse culinary offerings. Among the traditional cakes found in Lampung are Selimpok, Sekubal, Engkak, Bangkit, Lapis Legit, Bebai Maghing, and many others. In the current era of technological advancement, traditional cakes are being replaced by various new food models. Some people prefer bread from newly marketed bakeries because of its appealing taste and color, which are particularly favored by today's younger generation, especially children. According to the data from interviews and questionnaires, children aged 6-12 in Lampung Province have limited knowledge about the origins of regional cakes, and the names of various local cakes, and some have never tasted these traditional cakes. Therefore, an illustrated book featuring 6 Traditional Lampung Cakes has been designed as an educational tool for children aged 6-12, based on illustration work to increase reading interest among children. This is because children tend to enjoy a lot of images that provide engaging, easily understandable information, and interactive designs. The researcher hopes that this illustrated book aims to educate the public, especially children, about traditional Lampung foods, fostering appreciation and love for the Lampung region.

Keywords: *Illustrated Book, Educational Media, 6 Traditional Cakes, Lampung, Children Aged 6-12*

