

ABSTRACT

The story of Raden Kamandaka is a folktale originating from Tamansari Village, Karanglewas District, Banyumas Regency. This story is a form of community cultural expression expressed through oral language and passed down from generation to generation. However, the lack of public awareness and interest in learning local folklore has made the existence of local folklore increasingly forgotten. Currently, the story of Raden Kamandaka can only be found in history books and oral stories. The fundamental problem in this research is how the folklore culture of Banyumas Regency is still recognized and preserved. The purpose of this research is to design an illustration book of Raden Kamandaka folklore as a medium for preserving Banyumas folklore. The design of Raden Kamandaka illustration book can be a solution to package a folklore to be more interesting and easily accepted by the community, especially for children aged 10-13 years, so that children can better understand and love the folklore of Banyumas Regency. The method used in this research uses descriptive qualitative research, in this research method the author analyzes data based on data in the field. The data collection techniques used in this research are observation, interviews, documentation, and literature study. The results of this study are the main media illustration book entitled Raden Kamandaka which contains 36 pages, as well as supporting media in the form of x banners, posters, totebags, key chains, and bookmarks.

Keyword : *illustration book, folklore, Banyumas, preservation*