

ABSTRACT

Kebumen Regency has many regional cultures, one of which is the tradition of ngundhuh swallow's nests which is carried out by the community, especially in Ayah District and Buayan District. However, as time goes by, the culture of ngundhuh swallow's nest is rarely known, especially by today's younger generation. This is due to the lack of adequate identification media to introduce the culture of swallow's nest ngundhuh. Therefore, media is needed to introduce the culture of swallow's nest ngundhuh so that this culture is known, especially by the younger generation. In this design, the author designed a book with illustrations of ngundhuh swallow's nest as an effort to introduce the culture of Kebumen Regency. The aim of this design is to design an illustration book of Ngundhuh Swallow's Nest as an effort to introduce the culture of Kebumen Regency, which discusses the history and process of ngundhuh of swallow's nest. The method used is a qualitative descriptive method. The analysis methods used are SWOT, USP, and positioning to analyze and find solutions to existing problems and collect data using interviews, observation, documentation, and literature study. The result of this design is an illustrated book entitled "Ngundhuh Swallow's Nest" which includes illustrations. This design uses the main media as an illustration book and supporting media in the form of posters, x banners, Instagram social media advertisements, pin and notebooks.

Keywords: *Culture, spiritual, folklore, taking a swallow's nest, illustration book.*