

ABSTRACT

Traditional herbal drinks (Jamu) have been a part of Indonesian culture for centuries, aimed at maintaining health and improving physical fitness. Unfortunately, the tradition of consuming traditional jamu in Indonesia is slowly being abandoned and not chosen, as it is being overshadowed by modern trends. Based on research conducted with children in grades 1-3, aged 6-9 years old at SD Negeri 2 Sudagaran, it was found that children are not familiar with traditional Javanese jamu. Additionally, children tend to prefer sweet drinks, which are not suitable for continuous consumption. The research methodology employed in this study is qualitative, utilizing techniques such as interviews, observations, documentation, literature review, and SWOT analysis. The analysis has identified the core issues that can be communicated to children aged 6-9 years old, with the hope of sparking their interest in traditional jamu and instilling an early appreciation for Indonesia's cultural heritage. The medium used for this research is an illustrated book. Therefore, the research employs a cartoon illustration style that resonates with the target audience, creating characters using vibrant earth tone colors and highly readable fonts..

Keywords: *Illustrated book, traditional jamu, cartoon drawings, Banyumasan language*