

ABSTRACT

Banyumas culture has various forms ranging from objects to intangibles. One of the intangible cultures is the folklore of the origin of the name Banyumas. However, in Banyumas district, folklore books, especially folklore, the origin of the name Banyumas itself is not child-friendly. So it is necessary to design a child-friendly folklore book by adding illustrations in it. The purpose of this design is to find out how to design illustrations according to the origin story of the name Banyumas which can leave a strong impression so that children can easily remember; To find out how to apply the illustration of the origin of the name Banyumas through storybook media that can provide a fun experience for children. The research method used is descriptive qualitative approach. Collecting data using interview, observation and documentation methods. The result of this design is a folklore book entitled the origin of the name Banyumas which is equipped with illustrations in it.

Keywords: Banyumas culture, folklore, books, illustrations.