

ABSTRACT

West Sumatra has a wide range of different cultural heritage in every regions. Starting from cultural ceremonies, arts, food, and others. But not all of the people understand the meaning of cultures that exist in every region. Like the Tabuik, tabuik is a cultural heritage shaped traditional ceremony to commemorate the death of the grandson of the Islamic prophet Muhammad Husein, namely developing in Pariaman. Celebration of Tabuik is already known by the general public and has often performed their event. However, knowledge of the tabuik is only obtainable by the community by word of mouth and experience from people who have watched him that sometimes the information can be only half-measures and not auto summary. So the meaning of ceremony Tabuik is still a lot that is not yet understood and even still wrong in perceive it.

Then from the local Government of Pariaman, especially by the Department of culture and tourism of Pariaman recently made one type of book for historical information tabuik and this book mostly contains writings and little visual depictions, as well as using the language style of heavy, this makes the teens rarely read the book because it is difficult to understand. So if this book doesn't read until completion, the information obtained was not going to get and difficult to understand.

Therefore to solve the problem above was undertaken data collection methods such as ovservasi, interviews, questionnaires, and the study of librarianship and comparative analysis matrix method, so after a teenage research needs a media information in the form of a book in the style of language that is lightweight and attractive visual so accompanied by assisting them in understanding the Tabuik. So the media fit for teens is a book illustrated story procession Tabuik.

Keywords: Tabuik, youth, traditional ceremony Pariaman, Book Illustrations of the story.