

ABSTRACT

Local culture is an ancestral heritage passed down by our ancestors, shaping the identity of a nation. One of the Sundanese local cultural poems that carries moral values is Wawacan Sulanjana, which is rich in such values. Unfortunately, the interest of the younger generation in this cultural heritage is declining due to a lack of media suitable for children in today's era.

This project aims to design an illustrated children's storybook targeted at children aged 10 to 13 years. The goal is to introduce the content of Wawacan Sulanjana and enhance educational values related to the environment through an engaging visual approach suitable for the target age group, making cultural values easily understandable and relatable.

The research methods employed include interviews, surveys, observations, and literature reviews. The outcome of this design effort will be an illustrated children's storybook in a cartoon style tailored for children aged 10 to 13 years.

It is hoped that this work will provide a new media platform to introduce local culture, specifically Wawacan Sulanjana, to the younger generation. Additionally, it aims to contribute to the preservation of traditional values and environmental awareness through a fun and visually appealing approach.

Keywords: *Wawacan Sulanjana, Design, Illustrated Children's Storybook, Sundanese Culture.*