

## **ABTRACT**

### ***Designing an Illustration Book for the Independence Day Competition of the Republic of Indonesia with Anime Visual Style for Generation Z***

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*Traditional competitions during the Indonesian Independence Day (HUT RI) celebrations are increasingly losing their essence due to the influence of globalization and changing cultural preferences among Generation Z (Gen Z). This generation, growing up in the digital age and exposed to global pop culture, tends to be less interested in local traditions, including the August 17th competitions. Limited media focus on entertainment rather than education exacerbates this condition. This research aims to design an illustrated book titled "Harmony of Independence" that combines the theme of Indonesian independence with the visual style of anime, specifically using Vocaloid characters such as Hatsune Miku, Kagamine Rin, and Len. The book features illustrations of traditional competitions such as Panjat Pinang (climbing the pole), Tarik Tambang (tug of war), sack race, and memasukkan paku ke dalam botol (inserting a nail into a bottle) with an anime aesthetic approach.*

*The research method used is a mix of qualitative and quantitative methods, with primary data from questionnaires and interviews, and secondary data from related literature. The book is designed to attract Gen Z, especially the "wibu" community, with a modern and relevant visual style. Supporting media such as merchandise and promotion through digital platforms are also developed to increase the book's attractiveness and reach.*

*It is hoped that this illustrated book can increase Gen Z's participation in the Indonesian Independence Day celebrations, provide education about the values of togetherness and nationalism, and serve as a reference for the development of creative media that integrates local and global cultures. This research also provides suggestions for the development of interactive media and innovations in traditional competitions to make them more attractive to the younger generation..*

**Key words:** *Independence Day, Wibu Community, Vocaloid.*