

ABSTRACT

Designing Pop Up Book Illustrations as a Media for Introducing Wayang Punakawan Characters for Children

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Wayang is an ancestral cultural heritage that is estimated to have existed since ± 1500 years BC. Indonesian wayang were inaugurated by UNESCO as a world cultural heritage, due to the uniqueness, diversity, and high artistic and cultural value that other countries wayang cultures do not have. With all the international recognition of Indonesian wayang, unfortunately nowadays wayang is not widely known, many children do not know the puppet characters. This pop-up book is designed to introduce young children to wayang punakawan characters by giving them stories that have morals and entertainment, so that they can explore, understand and create a sense of love for Wayang Punakawan which is Indonesian culture.

Keywords: *Wayang, Punakawan, Children, Pop-up Book*

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