

INTRODUCTION FOLKLORE CINDELARAS THROUGH A POP-UP BOOK

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ABSTRACT

Indonesia known as a country that has many local wisdom. Folklore is one of many Indonesia's priceless local wisdom. Folklore is a story which come from the society and developed within the society. But in modern day, the existence of folklore has been decreasing and are considered out-of-date. Whereas folklore can give moral lessons to children. Therefore, the development of interesting reading material, interactive and innovative like pop-up books are indispensable to revive and preserve the existence of folklore, especially for children in Indonesia.

Why pop-up book, because pop-up book can give a surprise for children through three-dimensional visualization of the illustration when the child opens the book. With pop-up book that promote folklore, hope that children may be attracted to read Indonesia's folklore especially Cindelas from East Java. Aside from benefit of the norms, folklore can also train children's imagination through a pop-up book. Moreover, children also can gain knowledge about decorative of East Java through clothing and building form which can be found in this book.

Keywords : pop-up book, folklore, cindelas, east java

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