

ABSTRAK

Muhammad Ramdan

Program Studi Desain Komunikasi Visual, Fakultas Ilmu Seni dan Sastra
Universitas Pasundan Bandung

Perancangan Buku Sebagai Media Pendamping Pembelajaran Bahasa Sunda Aksara Sunda Kaganga Untuk Anak Usia 10 – 12 Tahun

Belajar aksara daerah, khususnya Aksara Sunda Kaganga, memiliki peran penting dalam pelestarian dan pengembangan warisan budaya lokal di era globalisasi. Mempelajari Aksara Sunda Kaganga membantu melestarikan identitas budaya lokal khususnya di Jawa Barat, memperkaya pemahaman tentang sejarah dan tradisi lokal, serta memfasilitasi penggunaan teknologi dalam mengembangkan konten berbasis Aksara Kaganga. Selain itu, pembelajaran Aksara Kaganga melatih kemampuan berpikir kritis, kreativitas, dan kepekaan lintas budaya. Dalam era modern yang terhubung secara global, penting bagi individu dan masyarakat untuk mempelajari Aksara daerah, termasuk Aksara Kaganga, guna memperkaya pengalaman, membangun hubungan sosial, dan memperkuat rasa identitas dan keberagaman budaya dalam era digital yang terus berkembang. Dengan menggunakan metode observasi, kualitatif, kuantitatif, dan studi literatur, memberikan pemahaman langsung tentang penggunaan Aksara dalam konteks sosial, mengeksplorasi makna dan persepsi yang terkait dengan Aksara Sunda Kaganga dan memberikan gambaran tentang pengetahuan dan minat masyarakat, menyusun pemahaman komprehensif tentang perkembangan serta penggunaan Aksara Sunda Kaganga berdasarkan sumber-sumber yang telah ada. Oleh sebab itu melalui media buku dengan gaya visual anak-anak diharapkan para generasi muda mau lebih belajar mendalami mengenai budayanya masing-masing guna mencapai ide-ide baru di masa mendatang dan mencegah hilangnya identitas diri dari budaya itu sendiri.

Kata Kunci : Pembelajaran Akasara Sunda Baku, Edukasi, Anak Anak, Warisan Budaya, Budaya Lokal.

ABSTRACT

Muhammad Ramdan

*Visual Communication Design Study Program, Faculty of Arts and Literature,
Pasundan University Bandung*

Designing a Book as a Supplementary Media for Learning Sundanese Language in Sundanese Kaganga Script for Children Aged 10-12 Years Old

Learning regional scripts, particularly the Sundanese Kaganga script, plays a significant role in preserving and developing local cultural heritage in the era of globalization. Studying the Sundanese Kaganga script helps to preserve the local cultural identity, especially in West Java, enhances understanding of local history and traditions, and facilitates the use of technology in developing Kaganga-based content. Additionally, learning the Kaganga script cultivates critical thinking skills, creativity, and cross-cultural awareness. In today's globally interconnected era, it is essential for individuals and communities to learn regional scripts, including Kaganga, to enrich experiences, build social connections, and strengthen a sense of identity and cultural diversity in the continuously evolving digital age. By utilizing observation, qualitative, quantitative, and literature review methods, this research provides direct insights into the usage of the script within the social context, explores meanings and perceptions associated with the Sundanese Kaganga script, and offers an overview of public knowledge and interest. This comprehensive understanding is based on existing sources, enabling the compilation of a holistic comprehension of the development and usage of the Sundanese Kaganga script. Therefore, through visually engaging children's books, it is hoped that the younger generation will be motivated to delve deeper into their respective cultures, fostering new ideas for the future and preventing the loss of cultural identity.

Keywords: *Scripts Sundanese Kaganga Learning, Education, Children, Cultural Heritage, Local Culture.*