

ABSTRAK

Indonesia memiliki kekayaan budaya yang sangat beragam, termasuk soal tradisi masyarakat daerah. Salah satu kebudayaan yang identik di Indonesia ialah kebudayaan Minangkabau. Randai telah menjadi permainan anak nagari suku Minangkabau dan telah berkembang sekian lama di tengah-tengah Masyarakat. Menurut cerita-cerita orang tua pada mulanya randai muncul untuk menghilangkan kejenuhan orang-orang yang sedang berlatih silat. Dulunya randai hanya menjadi tontonan para pemuda yang ikut berlatih silat setelah selesai mengaji di surau, kemudian menyebar ke anggota kaum, lalu menjadi tontonan rakyat banyak. Randai merupakan suatu bentuk hiburan yang sangat ditunggu-tunggu dan berfungsi sebagai media informasi bagi Masyarakat Minangkabau. Sejak perkembangan teknologi kurang nya minat anak-anak untuk mengenal budaya negaranya sendiri dan tidak hanya itu kurangnya minat baca anak-anak terhadap buku juga sudah menurun. Akan tetapi anak-anak masih memiliki minat terhadap buku yang menyajikan visual yang menarik. Dalam perancangan buku cerita bergambar randai sebagai permainan anak nagari Minangkabau ini menggunakan metode analisis data kualitatif. Metode analisis kualitatif berfokus pada observasi dan wawancara. Media yang dirancang berupa buku cerita bergambar sebagai media utama, dan didukung dengan media pendukung berupa, poster, stiker, x-banner, gantungan kunci dan lain-lain. Dengan adanya buku cerita bergambar ini maka terciptalah media informasi kepada masyarakat terutama untuk anak-anak untuk mengenal Randai.

Kata Kunci: Buku cerita bergambar, permainan, budaya, anak, randai.

ABSTRACT

Indonesia has a very diverse cultural wealth, including the traditions of regional communities. One of the cultures that is identical in Indonesia is the Minangkabau culture. Randai has become a game for the children of the Minangkabau tribe and has developed for a long time in the midst of society. According to stories from parents, randai initially appeared to relieve the boredom of people who were practicing silat. In the past, randai was only a spectacle for young people who participated in silat training after finishing studying in the surau, then spread to members of the community, then became a spectacle for the people. Randai is a form of entertainment that is highly anticipated and functions as a medium of information for the Minangkabau community. Since the development of technology, children have been less interested in getting to know their own country's culture and not only that, children's lack of interest in reading books has also decreased. However, children still have an interest in books that present interesting visuals. In designing the illustrated story book randai as a game for Minangkabau children, this qualitative data analysis method is used. The qualitative analysis method focuses on observation and interviews. The media designed is in the form of a picture story book as the main media, and supported by supporting media in the form of posters, stickers, x-banners, key chains and others. With the existence of this picture story book, an information media is created for the community, especially for children to get to know Randai.

Keywords: *Picture story books, Games, Culture, Children, Randai.*