

ABSTRACT

DESIGNING ENGLISH LEARNING POP-UP BOOK FOR CHILDREN

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Humans always want to connect with other human beings. Language is an essential communication tool for people especially English is the language that is used as a means of international communication in which people from almost every country work together in many areas, and therefore English is increasingly considered important by the people of Indonesia. But in fact, many Indonesian people are less concerned about this matter, not many parents who train their children English from an early age. The need for the media to children in order to increase the attractiveness and interest of children to learn English from an early age, starting from objects, events, places, etc., which are environment of the child so that lessons can be easily accepted by children. Media needed is an interactive book so as to create space for the children to learn and play. In the process of data collection, design pop-up book for children learning English is done by using the method of observation, interview, questionnaire, and literature. The target audience of this book is the design of children aged 3-6 years residing in urban areas. Expected from the design of this book children can more easily and enjoy learning English through pop-up books.

Key Word : Communication, English Language, Interactive, Pop-up Book, Children.