

## ABSTRACT

*Almost every aspect in daily life related with politeness. But along the times, politeness start to disappear in our daily life. In childhood period, Politeness must be introduce and start to learn, so they will familiar with politeness when they're grown-up. Children in this time is unable to choose whether good or not and how to behave when they're interact with other people. Now children think more critically and always want to get logical answer or explanation about anything they ask, they also have their own perspective than their parents that make they become more brave to tell anything what's on their mind. According to that situation, it's necessary to educate about politeness to children since their childhood. Media play an important role to communicate about politeness education. Book is one of the media to educate children. Data mining method was use is observation, interview, and literature review. Matric analysis was use to connect between data and theory with research question. From that processes, the result is picture book with attractive illustration and color, and readable typography along with less words. Benefit from this picture book is to educate about politeness to children since their childhood for daily life.*

*Keyword : Children's Book, Picture's Book, Politeness, Moral*