

## **ABSTRACT**

*Pets such as cats and dogs have attracted many people and nowadays pets can be gotten easily from pet shops which are already spread in many places. Having a pet will bring happiness and positive benefits for kids, such as more physical activities. There are some pets that are suitable for kids, for example cats, rabbits, birds, hamster, golden retriever dogs, husky dog, poodle dogs. Learning to interact with those animals can help foster a sense of caring and sensitivity in kids that will be useful in their social life. But sadly, there are still many people who don't care about their pets. Proven by the number of animals abused that is still high and lack of sense of responsibility towards pets. The lack of information especially about pets makes a lot of people not know the benefits. This study used a qualitative method to determine the characteristics of the audience and SWOT analysis method to determine the advantages and disadvantages of media that is designed with these facts, could be found a solution how to design a media book with visual illustrations that are effective and educative as well for kids through the parental role with paying attention on delivering a message from viewpoint of main targets. With messages to educate parents and kids to care for pets.*

*Keyword : Book, Care, Illustration, Pet*