

DESIGNING OF PHOTO STORY BOOK

M.Fauzi Hidayat
Communication Visual Design, Telkom Creative Industries School
Telkom University
mfauzihidayat11@gmail.com

Abstract

Jakarta is the capital city of the Republic of Indonesia. A metropolitan city that has countless of problems. One of the serious cases it faces is traffic problem. In 2015-2016, reported that although the accident rate in Jakarta is decreasing, but the number of deaths has increased. most of them were caused by motorcycle drivers.

After data collection and analysis using methods of literature review, observation, interviews, questionnaires, and matrix analysis, the writer then realize that need a persuasion efforts with a media with delivery of message that can give inspiration to increase public awareness in order to create order Cross.

The result of data collection and analysis is the design of photo story book. This book tells the true story of a 21-year-old grown man who is always orderly traffic to keep his safety for the sake of his beloved mother. Hopefully, this media can enhance public awareness orderly traffic so avoid the accident.

Keywords: Book, Photography, Photo Story, Orderly, Traffic, Jakarta.