

## **ABSTRACT**

*Indonesia is a country with rich Flora and Fauna diversity, but unfortunately they are threatened by the possibility of extinction. The lack of knowledge on Indonesia's biodiversity tends to lead to a lack of understanding and interest in preserving the natural resources. This is because people, especially children aged 10-15 years, tend to only get information from television or other media that often do not really discuss about the diversity of Flora and Fauna in Indonesia. Today, more and more media that specially adapts something with the focus on the diversity on a particular theme. One example is the media with the Anthropomorphism character, a character based on animals, plants, objects or something unusual with human attributes, as well as the media Board Game, a kind of game with educational advantages with various type and rules based on something that already exists. This provides an opportunity to adapt the diversity of Flora and Fauna Indonesia through the media. The purpose of this design is to find the appropriate form of Flora and Fauna diversity as an Anthropomorphism character for the Game Board media. The research method is based on data collection of Flora and Fauna, Anthropomorphism and Board Game to get the right form of application reference. The expected result of this design is a Board Game that can be enjoyed by many people with the initial steps of Artbook and Board Game prototype.*

*Keywords: Anthropomorphism, Board Game, Fauna, Flora, Character, Diversity, Visual design.*