

ABSTRACT
THE DESIGN OF PICTURE BOOK OF MANNERS FOR
CHILDREN AGES 4-9 YEARS OLD

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In the modern age children who are more critical and want logical explanations, have their own point of view different from their parents who make them assertive and outspoken in the revision of something without respect to etiquette. One of the foundations in characterizing a child's character is the very emotional parent role in the child's base. Based on the phenoma needed for educational media suitable for the etiquette and the book is one of the media. Data method used: observation, interview, and literature study, matrix analysis used to match data with theory. In the final result of research and completion of etiquette data will produce illustration book with bright color, easy to read typography. The benefits of this book are the introduction and ceremony of etiquette in children at an early age and parents.

Key Words: Manners, Picture Book, Children, Reading Culture