

ABSTRACT

Sumatran tiger is one of the animals that has been categorized as critically endangered. Two major factors that caused this condition are the decreasing of their habitats and illegal hunting by humans. The difficulty of dealing with the problem caused by high demands from urban citizens who still purchase tiger's body parts or as a whole to be used as medicine, amulets, and ornaments. Those cases were motivated by public ignorance and their lack of knowledges about which animal kinds are being protected or endangered.

Based on those problems, the author tries to design an educational media to introduce about sumatran tiger to children. The author chooses children as target audience of education as a long term effort to cultivate an understanding and awareness of the importance of protecting and preserving nature and wildlife in Indonesia, especially sumatran tigers. By collecting data from interviews, questionnaires, and observations, the author cocluded to make the educational media in the form of comics.

This educational comic is expected to be loved by children to convey various information about sumatran tiger. The expected result of delivering this education are to positively impact future generations in order to build awareness for the preservation of nature and wildlife in Indonesia.

Keywords: Comic, Children, Sumatran Tiger, Education.