

## **ABSTRACT**

### ***DESIGNING ILLUSTRATION BOOK PRIANGAN WOMAN OF DEWI SARTIKA***

*The history of Indonesia has many heroes who struggle to display their country. Dewi Sartika is one of the names of female heroes who are influential in building a better Indonesian nation. But until now there are still a few writings that tell the story of Dewi Sartika in particular. Therefore, the knowledge of the young generation regarding their struggle in value is still very minimal. The introduction of the figure of Dewi Sartika towards adolescents is considered necessary to introduce her positive traits. That way, information media need to be made in the form of illustrated books to instill moral messages and inspiring stories of Dewi Sartika as a role model for teenagers. The method used in this final project is a qualitative research method of collecting data such as observation, interviews and literature. While the analytical method used is the analysis of a comparison matrix of similar books on the market. The strategy used to market the product uses the AIDA method (Attention, Interest, Desire, Action). This visualization of information media designed will make it easier for readers to follow the story of Dewi Sartika's.*

*Keywords: Woman Heroes, Dewi Sartika, Illustration Book*