

Abstract

Education is needed for children to grow, not exceptionally education about the farmer in Indonesia is also important to learn. The agriculture is already a face of Indonesia, as it known as the Agriculture country. Peoples need to remember again of agriculture in Indonesia, especially the children was lack of educations about the farmers in Indonesia, they need to learn about the local value in the agriculture. People appreciation about the farmer is also still lack, Farmer in Indonesia still suffered from poverty. The decrease amount of farmer profession in Indonesia causes the difficulty in foods and economics which is depend on export and import from the farmer productions. Not to mention the believes of how hard the profession must be is also the causes why the profession was the least preferred profession for both adults and children. Because of that, the children of Indonesia rarely have the dream to become a farmer. a lot of factors causes that phenomenons. But to find the main causes, the writer need to research of what was the causes. The method that the writer use is observations, analysis, and books preferences. from what the writer gained from the researches, the main causes of why is children rarely have a dream as a farmer is because, the lack of education of why the farmer was crucial in Indonesia, and not many media show the heroic side of the profession. based on that, the writer decided to design a children books with farm themed, that rise a folklore from west java about Nyi Pohaci. The benefit from this researches and the design is could give the education of farmer that the children of Indonesia needed. And also could preserve the folklore value from the story of Nyi Pohaci.

Key words : illustrated book, children education, Nyi Pohaci, media education.