

ABSTRACT

Afifa Isla Amalia. 2020. *Designing Interactive Children's Storybook "Gentar Si Anak Rimba" To Introduce The Importance Of Forest Ecosystems For Suku Anak Dalam in Jambi. Final Thesis. Visual Communication Design Department Faculty of Creative Industries. Telkom University.*

"Gentar Si Anak Rimba" is an Interactive children's storybook that inspired by Suku Anak Dalam. They carry out all activities in the forest, utilize materials and food from the forest, and assume that the forest is their property that has been inherited from their ancestors. The importance of maintaining ecosystem balance needs to be applied to every human being, but there are still many people who do not know it yet. Educating can be one technique to inform audience. The importance of protecting ecosystems can be taught starting from children, because the good impact of protecting ecosystems will be felt in the future. Therefore, we need an information media that has the aim to inform and educate children about the importance of protecting ecosystems. By determining the target audience for children aged 4-8 years, the design will focus on interactive storybook media for children. The study research used a qualitative approach with the case study method and data collection from library studies, observations and interviews. From the results of the study research obtained data that the Suku Anak Dalam assume that the forest and they are an inseparable unity. They do various kinds of culture in the forest, so that the forest is the identity of Suku Anak Dalam.

Keywords : Suku Anak Dalam, ecosystems, Kids, Storybook Interactive, Story, Visual, Sound, 2D Animation, 2D Illustration