

ABSTRACT

Reading books is an important habit to build early in instilling a reading culture in the family. However, in the conditions currently occurring in big cities, especially the Jabodetabek area, only some mothers with a formal working profession have various obstacles in scheduling book-reading activities with their children at home. One of the most frequently mentioned problems is the child's unstable mood, which causes low interaction between mother and child during reading literacy activities. So far, on average, mothers have used picture books as literacy media, but it is still not enough to keep children in a good mood while reading books, especially for toddlers with working mothers. Therefore, this study examines the characteristics of illustrations on existing picture storybook objects and analyzes illustrations that can stimulate and maintain mood in children with working mothers. The theoretical foundation of this study uses an illustration theory approach and parenting science. The research was carried out using a qualitative-descriptive approach with framing techniques. So, the expected result is an "Illustrated Recommendation on Picture Story Book Design for the Mood of Toddlers with Working Mothers." This recommendation can be a consideration for creators or illustrators in designing picture storybooks for toddlers. As for future research, it suggested making a final form of the recommendations generated from this thesis.

Keywords: illustration, storybook, mood, toddler.