

ABSTRACT

This research is motivated by cases of violence against stray cats that were found in young children. Young children, especially boys, are reported by parents to have higher rates of cruelty towards animal. Whereas, helping animals such as stray cats are good for children's development, especially children aged 4-6 years where at that time children have entered the formative age, which is the age when children begin to enter the stage of learning about the world around them, including animals. Research is conducted using literature review, interviews, questionnaires, and observation to collect data. The primary target audience for this research is children aged 4-6 years and their parents as the secondary target audience.

The results of the research show that according to parents, it is important for children to learn about the animals around them, including stray cats. In addition, illustrated books as a media tool are also suitable for children aged 4-6 years because at this age, they are still learning through visuals. With this data collected, an illustration book design was created for children aged 4-6 years with the aim of raising awareness of stray cats in children.

keywords: children, illustration book, stray cats.