

TABLE OF CONTENT

VALIDITY SHEET	i
STATEMENT SHEET	ii
FOREWORD.....	iii
TABLE OF CONTENT	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABSTRACT.....	xi
CHAPTER 1 INTRODUCTION	1
1.1. Background.....	1
1.2. Problem Identification	4
1.3. Research Question	4
1.4. Research Scope	5
1.5. Research Purpose	5
1.6. Research Benefit	5
1.7. Research Method	6
1.7.1 Data Collection	6
1.7.2 Data Collection	6
1.8 Design Framework	8
1.9 Writing Systematic	9
CHAPTER 2 LITERATURE REVIEW	10
2.1 Educational Media	10
2.2 Illustration.....	10
2.3 Book Theory.....	11
2.3.1 Book Categories	11
2.3.2 Book Design.....	13
2.4 Illustration Book.....	13
2.5 Children’s Book.....	14
2.5.1 Types of Children’s Book	14

2.5.2	Children Book Stages.....	15
2.5.3	Children Book Character Design	17
2.5.4	Children Book Colors	17
2.6	Visual Communication Design	18
2.6.1	Design Principles	18
2.7	Graphic Design	19
2.8	Racism and Bullying	27
2.8.1	Racism.....	27
2.8.2	Bullying.....	29
CHAPTER 3 DATA AND PROBLEM ANALYSIS.....		31
3.1	Partners Data	31
3.1.1	KPAI Mission	32
3.1.2	Vision	32
3.1.3	Mission.....	33
3.1.4	Organization Structure of KPAI	33
3.2	Product Data	33
3.3	Target Audience Data	34
3.3.1	Primary Target	34
3.3.2	Secondary Target	35
3.4	Similar Projects Data	36
3.5	Data Result.....	39
3.5.1	Interview Data.....	39
3.5.2	Interview Conclusion	44
3.6	Data Analysis	44
3.6.1	Matrix Analysis of Similar Works	44
3.6.2	Conclusion of Data Analysis Results	46
CHAPTER IV CONCEPT AND DESIGN RESULT		47
4.1	Concept.....	47
4.1.1	Message Concept	47
4.1.2	Creative Concept.....	47

4.1.3	Media Concept.....	48
A.	Main Media.....	48
B.	Supporting Media.....	52
4.2	Visual Concept	53
4.3	Communication Concept	55
4.4	Design Result.....	55
4.4.1	Character Design.....	55
4.4.2	Storyboard Sketch.....	60
4.4.3	Book Cover	62
4.4.4	Main Media Design Result	62
4.4.5	Supporting Media Design Result.....	67
CHAPTER V	CLOSING	72
5.1	Conclusion	72
5.2	Suggestion.....	72
BIBLIOGRAPHY		74