

ABSTRACT

The low reading interest among the community, particularly children aged 7–13 in Banyumas Regency, serves as the main background for the mascot design as a literacy campaign medium by the Banyumas Regional Archives and Library Office. Referring to literacy campaign theories and mascot character design, this study employs a qualitative approach with data collection methods including observation, interviews, questionnaires, as well as literature studies and visual comparisons. The result of the design is a monkey-shaped mascot featuring child-friendly local attributes that resonate with local culture, applied across various media such as social media, banners, T-shirts, standees, keychains, and notebooks. This mascot is designed to enhance appeal, emotional connection, and the effectiveness of literacy message delivery to children. It is hoped that the mascot can become a relevant and effective visual communication strategy to support literacy activities and raise awareness among the people of Banyumas, especially children.

Keyword : *Literacy, Mascot, Visual Campaign, Children, Regional Library*