

DESIGN OF A POP-UP ILLUSTRATION BOOK "LET'S GET TO KNOW OUR EARTH"

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ABSTRACT

Children's lack of interest in reading textbooks, one of which is about material on planet Earth such as the layers of the earth, sun, moon, rotation and revolution. Children's lack of interest in reading is caused by several factors, namely monotonous textbooks, too many reading sentences and the influence of gadgets. One medium that can be used as a learning medium other than textbooks is a pop-up illustration book. For this reason, the pop-up illustration book "Let's Get to Know Our Earth" was created to increase reading interest for children aged 7-12 years. The method used is a qualitative method which has been carried out during research by collecting data through interviews and observations to obtain information and the strategy used is AISAS (Attention, Interest, Search, Action, and Share). This design uses a cartoon illustration style, circus and axial layout, uses a combination of bright and dark colors and uses a san serif typeface that is easy to read. The design test results on the pop-up illustration book "Let's Get to Know Our Earth" show that the book has succeeded in meeting the criteria according to the needs and preferences of children aged 7-12 years, namely in terms of design, interactivity, imagination development and content.

Keywords: Illustrated Book, Pop-up, Planet Earth

PERANCANGAN BUKU ILUSTRASI POP-UP "YUK MENGENAL BUMI KITA"

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ABSTRAK

Kurangnya minat baca anak pada buku pelajaran, salah satunya mengenai materi planet bumi seperti lapisan-lapisan bumi, matahari, bulan, rotasi dan revolusi. Minimnya minat baca anak disebabkan oleh beberapa faktor, yaitu buku pelajaran yang monoton, terlalu banyak kalimat bacaan dan pengaruh gadget. Salah satu media yang dapat dijadikan media pembelajaran selain buku pelajaran yaitu sebuah buku ilustrasi pop-up. Oleh sebab itu, dibentuknya buku ilustrasi pop-up "Yuk Mengenal Bumi Kita" untuk menambah minat baca anak usia 7-12 Tahun. Metode yang digunakan adalah metode kualitatif yang sudah dilakukan selama riset dengan mengumpulkan data melalui wawancara dan observasi untuk memperoleh informasi dan strategi yang digunakan yaitu AISAS (*Attention, Interest, Search, Action, and Share*). Perancangan ini menggunakan gaya ilustrasi kartun, layout circus dan axial, menggunakan perpaduan warna cerah dan gelap serta menggunakan jenis huruf san serif yang mudah dibaca. Hasil uji desain pada buku ilustrasi pop-up "Yuk Mengenal Bumi Kita" menunjukkan bahwa buku tersebut berhasil memenuhi kriteria yang sesuai dengan kebutuhan dan preferensi anak usia 7-12 tahun, yaitu dalam segi desain, interaktivitas, pengembangan imajinasi maupun isi konten.

Kata Kunci: Buku Ilustrasi, Pop-up, Planet Bumi