# ABSTRAK

Wisnu, 2022, PERANCANGAN BUKU ENSIKLOPEDIA AVES ENDEMIK INDONESIA*,* Tugas Akhir*,* Program Studi Desain Komunikasi Visual (DKV), STIKI MALANG, Pembimbing :Sugeng Widodo, Co Pembimbing : Rahmat Kurniawan.

***Keywords:*** Buku Ensiklopedia, Aves Endemik, Indonesia

Burung Endemik merupakan burung yang mendiami suatu daerah tertentu yang tersebar di seluruh daerah Indonesia. Namun menurut data Badan Konservasi Dunia (2019), sebanyak 160 spesies di Indonesia terancam punah. Beberapa spesies di Indonesia yang terancam punah menurut Badan Konservasi Dunia yaitu, Elang Jawa (Nisaetus bartelsi), Jalak Bali (Bali myna), Rangkong Gading (Rhinoplax vigil), Gosong Tanimbar (Megapodius tenimberensis), Kakaktua Jambul Kuning (Cacatua sulphurea), Kuau Raja (Argusianus argus), Celepuk Siau (Otus siaoensis), Trulek Jawa (Vanellus macropterus), Perkici Buru (Charmosyna toxopei) dan Seriwang Sangihe (Eutrichomyias rowleyi). Sehingga perancangan ini ditujukan untuk membuat buku ensiklopedia tentang aves endemik Indonesia. Perancangan ini dimulai dari kepenulisan latar belakang masalah lalu dilanjutkan dengan pengumpulan data yang kemudian dianalisa, menentukan konsep perancangan dan melakukan proses perancangan sampai ke final desain. Metode perancangan yang digunakan adalah design thinking, analisa data menggunakan 5W+1H. Perancangan ini menghasilkan buku yang berjudul “Aves Endemik Indonesia” berukuran 29,7 cm x 21 cm, berisi 50 halaman, cover buku menggunakan Art Paper 260gr, sedangkan untuk isi buku menggunakan Art Paper 210gr. Buku ini meyajikan 4 bab, diantaranya yaitu sejarah burung, persebaran burung di Indonesia, penyebab dan akibat kepunahan burung endemik Indonesia, dan penanggulangan. Buku ini diharapkan mampu memberi informasi kepada anak tentang kepedulian terhadap lingkungan dan burung endemik Indonesia.

# ABSTRACT

Wisnu, 2022, *Designing Encyclopedia Book of Endemic Indonesian Aves, Thesis, Visual Communication Design Study Program (DKV),* STIKI MALANG, *Advisor:* Sugeng Widodo, Rahmat Kurniawan.

***Keywords:*** *Illustration book*, *Endemic Indonesian Aves, Indonesia*

Endemic birds are birds that inhabit a certain area scattered throughout Indonesia. However, according to data from the World Conservation Agency (2019), as many as 160 species in Indonesia are threatened with extinction. According to the World Conservation Agency, there are several species in Indonesia threatened with extinction, namely, Javan Eagle (Nisaetus bartelsi), Bali Starling (Bali myna), Ivory Hornbill (Rhinoplax vigil), Tanimbar Gosong (Megapodius tenimberensis), Yellow Crested Cockatoo (Cacatua sulphurea), Kuau Raja (Argusianus argus), Celepuk Siau (Otus siaoensis), Javanese Trulek (Vanellus macropterus), Buru Lorikeet (Charmosyna toxopei) and Seriwang Sangihe (Eutrichomyias rowleyi). So this design is intended to make an encyclopedia book about endemic aves in Indonesia. This designing begins with writing the background of the problem followed by data collection which is then analyzed, determines the design concept and carries out the design process to the final design. The design method used is design thinking, data analysis using 5W+1H. This design resulted in a book entitled "Aves Endemic Indonesia" measuring 29.7 cm x 21 cm, containing 50 pages, the cover of the book using 260gr Art Paper, while for the contents of the book using 210gr Art Paper. This book presents 4 chapters, including the history of birds, the distribution of birds in Indonesia, the causes and consequences of the extinction of endemic Indonesian birds, and prevention. This book is expected capable to provide information for children to care about the environment and the endemic birds of Indonesia.