

ABSTRAK

Restiyana Widyasari, 2025. **Perancangan Ilustrasi Cerita Bergambar Tentang 4 kata ajaib: Maaf, Terima Kasih, Permisi, Dan Tolong Sebagai Media Edukasi Dengan Teknik *Pop-up***. Tugas Akhir, Program Studi Desain Komunikasi Visual (S1), Universitas Bhinneka Nusantara, Pembimbing: Rahmat Kurniawan.

Kata kunci: Ilustrasi Cerita Bergambar, Buku Interaktif, Media Edukasi Anak, Buku *Pop-up*

Penggunaan bahasa sopan seperti “maaf”, “terima kasih”, “permisi”, dan “tolong” penting bagi pembentukan karakter anak, namun penerapannya masih jarang dalam kehidupan sehari-hari. Laporan KPAI dan sejumlah berita nasional menunjukkan tingginya kasus bullying verbal pada anak, menandakan rendahnya kemampuan berbahasa santun dan empatik. Kondisi ini mendorong perancangan media edukatif yang menarik dan sesuai perkembangan anak. Penelitian ini berfokus pada perancangan ilustrasi cerita bergambar dengan mekanisme *buku pop-up* interaktif, mengacu pada teori belajar visual, Dual Coding Theory, dan Dale’s Cone of Experience. Metode yang digunakan adalah *Design Thinking* yang meliputi lima tahap: *empathize*, *define*, *ideate*, *prototype*, dan *test*. Proses dilakukan melalui studi pustaka, observasi, wawancara, dan analisis visual terhadap gaya ilustrasi, warna, tata letak, tipografi, dan teknik lipat. Hasilnya adalah prototipe buku *pop-up* “Empat Kata Ajaib di Taman Mimpi” bergaya kartun yang selaras dengan alur cerita. Uji ahli oleh pakar media, materi, dan psikologi anak serta uji publik menunjukkan media layak digunakan (skor 88%) dengan keunggulan pada aspek visual dan interaktivitas. Uji audiens mengonfirmasi respons positif dan keterlibatan aktif, membuktikan potensinya sebagai media edukasi untuk menanamkan nilai sopan santun.

ABSTRACT

Restiyana Widyasari, 2025. ***Illustrated Storybook Design on the Four Magic Words: Sorry, Thank You, Excuse Me, and Please as Educational Media Using Pop-up Techniques***. Final Project, Study Program Sarjana, Visual Communication Design (S1), Universitas Bhinneka Nusantara, MALANG, Advisor: Rahmat Kurniawan.

Keywords: Picture Book Illustration, Interactive Book, Educational Media for Children, Pop-up Book

The application of polite language—encompassing terms like “sorry,” “thank you,” “excuse me,” and “please”—is crucial for children's character development, yet its practical use remains limited. This gap is evidenced by high rates of verbal bullying, as reported by KPAI and national news outlets, indicating deficiencies in politeness and empathy among children. This situation necessitates the development of engaging educational media tailored to their cognitive and emotional needs. Accordingly, this study details the design of an interactive pop-up book grounded in visual learning principles, including Dual Coding Theory and Dale’s Cone of Experience. The project employed the five-stage Design Thinking methodology: empathize, define, ideate, prototype, and test, supported by literature reviews, observation, and interviews. The primary output is a prototype of the pop-up book titled “*The Four Magic Words in the Dream Garden*,” featuring a cartoon style consistent with its narrative. Validation from media, content, and child psychology experts confirmed the prototype's high feasibility (88%), citing its visual appeal, interactivity, and thematic relevance as key strengths. Audience testing further revealed positive reception and high engagement, affirming the book's potential as an effective medium for instilling politeness values in young children.