

Abstract

Indonesia is one of the countries with high levels of endangered animals that are Critically Endangered status. The threatened extinction of these animals is due to various factors, one of them is the poaching by the irresponsible elements to be traded for a big profit. With this phenomenon, there are many people who are less concerned about endangered Indonesian endemic animals. The community's lack of sensitivity to the threatened extinction of these animals because the appreciation of the animals is not grown since early. Data obtained through questionnaires, interviews, and then analysis on the visual aspect. From the results of the questionnaire shows that the public only knows some endangered animals, thus required a book with an illustration in order to facilitate the reader to capture information. In addition, pop-up effects can also be applied to attract the attention of readers, especially children. The knowledge of endangered animals in Indonesia should be given from an early age, so that later can take care of the environment and continue the efforts of animal conservation of Indonesia to be far from extinction.

Keywords: Animals, Endangered, Books, Children, Pop-up