

## **ABSTRACT**

Bobo Magazine is one of Indonesian children favorite magazine which was published on April 14, 1973. This child magazine is quite populer and became children favorite reading in Indonesia. “Bobo” has appeared for more than forty years and has important role in advancing reading interest and nation children creativity. As a media of children education and entertainment, Bobo has presented all information and knowledge through interesting design and illustration. On its career journey, Bobo Magazine has visual transformation, included logo, typography, layout, and illustration. The transformation has an indication of causation cultural changes that occurred in its era. But it doesn’t makes Bobo lost its identity or has forgotten by public. Therefore, the author want to do a research to discover what factors behind these changes. This research took five samples of Bobo Magazines cover design for 1973-2015 years period. The method which used by the author is qualitative descriptive analysis. Data analysis used matrix analysis techniques and dissected through knowledge of visual communication design and cultural studies. Analysis will be done by seeing transformation from the side of education, print technology, communication technology, and industry. The data collection instrument was done by documentation, literature, and depth-interview to get the end results. Hoped this research can give knowledge and benefit about the things should be noted in design work design, especially cover. Designing cover design needs basic knowledge about composition principle in order to create a work which is not only interesting but also can deliver communication message well. Even with the little things around us can be used as a reference in design a unique cover design and characterized by maintaining its consistency.

**Keywords : Cover Design, Bobo Magazine, Cultural Studies**