

ABSTRACT

BOOK ILLUSTRATION DESIGN AS A DAILY MAKE-UP MEDIA RECOGNITION FOR TEENAGER

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Beauty will be shining when it comes from inside and outside. Beauty can be obtained from outside in a variety of ways, we can obtain loveliness by using a wide range of beauty products and makeup on the market. Make up book that in the market are usually provides with photography who aimed for adult female, meanwhile ilustration book are more accurate for teenager. The goal of the illustrated book daily make-up is focused on teenager aged 17-25 years. Teenager rated as ages that are susceptible to a development and things around them as well as to the social life that is affected. This research method used matrix analysis for book cover and the inside and used observation method, interview and literature review for book material. Results from the illustration book as daily make up media recognition for teenager are right on target.

Keywords : Makeup, Teenager, Illustration.