ABSTRACT

DESIGNING POP-UP CHILDREN STORY BOOK AGE 6-12 YEARS OLD ABOUT POLITENESS

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Politeness is a part of Indonesian culture. Despite of various ways of showing politeness due the ethnical diversities, there are three general basic words: sorry, please and thank you. Currently, these words are rarely being used by children because the lack of parental attention. In addition, the development and free-use of technology makes politeness and reading interest becoming worse. Therefore, it needs a safe, interactive and entertaining media to educate children about polite manners. Hence in the design, this research is done by method of observing 6-12 years old children and similar projects' visual; document studies for strengthen theories; interviewing experts to obtain valid data; and matrix analysis to obtain visual conclusions as reference design. The conclusion is using a pop-up book as media with a child-friendly design and story, persuade children to behaving politely and increasing children's interest on reading.

Keywords: *children story book, pop-up, politeness*