

## **ABSTRACT**

### **THE DESIGN OF ILLUSTRATED BOOK ABOUT PHILATELY AS A MEDIA TO REINTRODUCE PHILATELY AMONG YOUTHS**

In this digital era many people prefer to use cellphones or personal computers to communicate and access information. This phenomenon has an impact on letter exchange activities and philately which are decreasing especially among Indonesian youths. Whereas philately have many positive values and philately objects themselves have a role as the identity and the image of a nation. Even because of its usefulness this hobby is legal under the law of Republic of Indonesia number 38 of 2009 concerning Post Section IV article 24 and is often used as a training program to develop teenagers behavior in the 1980's. In addition, the lack of publication media on philately also has an impact on the lack of understanding about philately among teenagers. Based on the existing phenomenon, a suitable media is required to reintroduce philately to teenagers and one of the appropriate media is an illustrated book. Data collection methods that the writer used are: observation, interviews, and literature study. While the analysis method that the writer used is comparative matrix analysis used to match existing product data and comparative products with theory. Based on the final results of research and data collection, an illustrated book was produced with characters, storylines, warm colors, dynamic but easy to read typography, and also "adventure with philately" concept. The existence of this illustrated book about philately is expected to be able to arouse and increase the enthusiasm of the teenage generation to pursue this hobby so the regeneration of Indonesian philatelists will happen in the future.

**Keywords:** Illustrated Book, Philately, Youths, Teenagers