

## ABSTRACT

*Primates are mammals that belong to the primates family. this includes monkeys, monkeys, slow lorises, and so on. The primate population is rare in Bukittinggi, Agam Regency, West Sumatra increasingly shrinking in 2020, due to lack of knowledge and awareness of the community, resulting in wild forest burning, poaching and wildlife trade. Therefore, the authors are interested in providing information about rare primates and their preservation from an early age to the people of Bukittinggi, Agam Regency, West Sumatra. Based on the data obtained by the author from the method of observation, interviews, questionnaires and literature studies, public knowledge, especially in children aged 7-12 years about the benefits of endemic Sumatran primates in the wild is still lacking. The way to do that is by making media information in the form of pop-up storybooks with the theme of introducing and preserving endemic Sumatran primates, this media selection is quite close and liked by children aged 7-12 years, so that they can be knowledgeable in preserving endemic Sumatran primates that are it's in Bukittinggi, Agam Regency, West Sumatra.*

**Keywords:** *Education, Endemic primates, Children's story books, Pop up books, Bukittinggi, Agam Regency, West Sumatra, Indonesia.*