

ABSTRACT

Seribu Islands National Park is one of the national parks that has marine tourism activities as its main attraction. Tourists can enjoy the beauty of underwater directly, but because marine tourism activities that are not environmentally friendly it can damaged the ecosystem of marine resources. In Seribu Islands National Park there are several ecosystems that have been damaged, one of them is coral reef. Due to the lack of understanding about coral reefs, tourists have the potential to damage them. This research was conducted using qualitative methods with data collection methods, namely literature study and interviews with matrix analysis method. With this research, the writer offers a solution, in the form of designing an educational book that was Illustration books about providing an understanding the conservation of coral reef ecosystems for children aged 5-10 years therefore the children can grow up with an understanding of coral reef conservation and can do the messages contained in books when they are grown up.

Keywords: *Children's Books, Coral Reef, Educational Media, Illustration, Knowledge, Tourism*