

## **ABSTRACT**

Indonesia which is an archipelagic country has a lot of ethnic diversity which is poured into the motto *Bhinneka Tunggal Ika*. The motto shows the evidence that diversity must be preserved and respected. However, there are still many behaviors of Indonesian people that don't reflect the motto of *Bhinneka Tunggal Ika*, one of which is discrimination and bullying. This is the background of research to design an illustration book about individual diversity as an educational media for children. This study aims to design educational media about individual diversity and increase children's sense of empathy and tolerance. This study uses a qualitative method. Data obtained through observation, literature study, and interviews. The result of the research is an illustration book design with a visual communication design approach regarding individual diversity. With this design, it's hoped that it can introduce and provide knowledge about individual diversity to children and increase children's awareness of differences and understand each other.

**Keywords:** Individual Diversity, Children, Educational Media, Illustration Books.