

ABSTRACT

This research is motivated by the spread of beauty standards among Indonesian women. An image of an ideal beauty requires women to fulfill certain categories to be considered pretty, Indonesia with its diversity of ethnicities and races, as well as women with diverse physical characteristics are not free from generalizations of beauty standards. This slowly spreads and takes root in society, inseparable from media exposure. The media displays beauty with certain physical characteristics and excludes women with physical characteristics that do not fit their category. This research was conducted using qualitative and quantitative methods through observation, interviews, literature study, and questionnaires as well as data analysis using comparative matrix analysis. The design uses educational interactive illustrated book media which is expected to easily attract the adolescents, so that educational messages about the diversity of beauty to be conveyed can be easily accepted, absorbed, and understood.

Keywords: *Beauty In Diversity, Self-Love, Adolsecent, Interactive Illustration Book.*