

TABLE OF CONTENTS

VALIDITY SHEET	1
STATEMENT SHEET	2
FINAL PROJECT PARTICIPATION DATA	3
FOREWORD.....	4
TABLE OF CONTENTS.....	5
IMAGE LIST.....	7
TABLE LIST	10
ABSTRACT	11
ABSTRAK	12
CHAPTER I INTRODUCTION.....	13
1.1. Background.....	13
1.2. Problem Identification	14
1.3. Research Question	14
1.4. Research Scope	14
1.5. Research Goal	15
1.6. Research Benefits	15
1.7. Research Method	16
1.8. Design Framework	19
1.9. Writing Systematic	20
CHAPTER II THEORITICAL BASIS.....	21
2.1. Children Psychology Development	21
2.2. Children Literature	23
2.3. Writing story	31
2.4. Card games	35
2.5. Underwear rules	37
2.6. Visual Communication Design	38
2.7. Illustration.....	48
2.8. Character design.....	53

CHAPTER III DATA AND PROBLEM ANALYSIS	55
3.1. Project granting institution data.....	55
3.1.1. Institution profile	55
3.2. Product Data	56
3.2.1. Interactive storybook about underwear rules	56
3.3. Target Audience Data	56
3.3.1. Primary target	56
3.3.2. Secondary target/potential buyer	56
3.4. Data on similar project	57
3.4.1. Aku anak yang berani, bisa melindungi diri sendiri.....	57
3.4.2. Card game seri aku anak berani lindungi tubuhku	58
3.5. Observation data	58
3.6. Interview data	61
3.7. Questionnaire data	70
3.8. Data analysis	81
CHAPTER 4 CONCEPT AND DESIGN RESULTS	85
4.1. Message concept	85
4.2. Creative concept	85
4.3. Communication Concept	86
4.4. Media concept	88
4.5. Visual concept	90
4.6. Business concept	93
4.7. Design results	95
a. Character concept:	95
b. Main media	96
c. Supporting media	99
CHAPTER 5 CLOSING.....	102
5.1. Conclusion	102
5.2. Suggestion.....	102
REFERENCES	103