

TABLE OF CONTENTS

Table of Contents

CHAPTER I.....	4
INTRODUCTION.....	4
1.1 Background Problem.....	4
1.3 Research Question.....	7
1.4 Research Scope	7
1.5 Research Purpose	8
1.6 Research Benefit	8
1.7 Research Method.....	9
1.7.1 Data Collection Method	10
1.8 Research Framework.....	13
1.9 Writing Systematic.....	14
CHAPTER II.....	16
THEORIES.....	16
2.1 Social Media.....	16
2.2 Social Media Function	17
2.3 Social Media Benefit.....	18
2.4 Book Illustration.....	20
2.4.1 Illustration	20
2.4.2 Types of Illustration	21
2.4.3 Illustration Genres	22
2.4.5 Types of Children Book	24
2.4.6 Design Elements.....	29
CHAPTER III.....	33
DATA AND ANALYSIS.....	33
3.1 Data	33
3.1.1 Case Study.....	33
3.2 Interview Data.....	43
3.3 Observation Data.....	58
3.4 Data Analysis	59
3.4.1 Case Study Analysis.....	59
3.4.2 Interview Data Analysis.....	61
3.4.3 Interview Conclusion	64
3.4.4 Observation Data Analysis.....	66
3.4.5 Visual Matrix Analysis	67

CHAPTER IV	71
CONCEPT & DESIGNING.....	71
4.1 Messages Concept.....	71
4.2 Media Concept	72
4.4 Visual Concept.....	73
4.5 Storyline Synopsis.....	75
4.6 Character Information	76
4.7 Storyline Script.....	88
4.8 Storyboard Sketch	91
4.9 Communication Concept.....	96
4.10 Design Result	99