

**DESIGNING LIFT THE FLAP ILLUSTRATION BOOK AS EDUCATIONAL  
MEDIA OF ENDEMIC FAUNA IN INDONESIA FOR CHILDREN AGED 6-9  
YEARS**

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***Abstract***

*Indonesia is known as a country rich in the highest biodiversity in the world, Indonesia is included in a high level of endemism. The number of Endangered Species of Indonesian wildlife according to IUCN. For this reason, it is necessary to have a high level of awareness to know and preserve fauna belonging to rare and endangered species in maintaining the balance of ecosystems, especially Indonesian biodiversity, especially for children. Therefore, it is necessary to create an interactive illustration book as an education about endemic fauna in Indonesia. The purpose of the design of this illustration book is to provide knowledge to children aged 6-9 years about endemic fauna in Indonesia which is threatened with extinction. This book is made interactive with lift the flap so that children actively participate so that information can be conveyed properly. In this study, the method used is a qualitative method with observational data collection and literature study of illustration books that already exist, for indirect interviews to elementary school children. The design concept aims to convey information about endemic fauna from habitat to how to breed with simple visuals and bright colors to attract children. Supporting Media in this design are key chains, totebags, T-shirts, stickers and tumblers. The suggestion for this design for the reader is expected to find more references and think about the design more mature, so that the results obtained can be maximized.*

**Keywords:** *Indonesian fauna, interactive books, illustrations, endemic fauna.*