

**POP-UP BOOK DESIGN  
AS A MEDIA TO INTRODUCE SELF-CONTROL  
FOR CHILDREN BETWEEN 5-6 YEARS OLD**

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***Abstract***

*Indonesia, known for its friendly nature, is experiencing several symptoms of moral degradation, even among elementary school children. This is also due to various factors such as exposure to harmful content and a lack of early character education. The concept of self-control, as the foundation of other character education, should be taught to children from an early age so they can differentiate between what should and shouldn't be done. The purpose of this designated book is to introduce self-control to children as early as possible through an informal learning medium: a pop-up storybook titled "Even Heroes Need Self-Control". To achieve this goal, the designer collected qualitative data through observation, interviews, and literature studies, which served as a reference for the design process using the Research and Development method. The final product is a 14-page hardcover book, with dimension of 19 x 19 centimeters, accompanied by merchandise such as secondary packaging, interactive magnetic poster, bucket hat, custom sanitizer, custom water bottle, and enamel pin. The success indicator for this design is the successful introduction of self-control to children, demonstrated by the ability to mention examples of self-control that can be practiced in daily life.*

**Keyword :** *Pop-up Book, Self-Control, Early Childhood*