

## ABSTRAK

### “PERANCANGAN SERI BUKU CERITA ANAK KUSTOMISASI “BY:CN” BERTEMA PENDIDIKAN MORAL BESERTA MEDIA PROMOSINYA”

by:CN adalah bisnis buku cerita anak kustomisasi yang bertujuan untuk meningkatkan minat baca anak Indonesia. Dengan semakin ketatnya persaingan di industri buku cerita anak, by:CN membutuhkan variasi produk yang bisa memenuhi kebutuhan target pengguna dan tetap mempertahankan nilai tambah sebagai produk yang personal dan edukatif. Penelitian ini bertujuan untuk merancang buku cerita anak kustomisasi bertema pendidikan moral beserta media promosinya. Metode penelitian yang digunakan adalah metode campuran kualitatif dan kuantitatif. Pengumpulan data primer dilakukan dengan observasi kompetitor, wawancara *expert* dan *extreme user*, dan penyebaran kuesioner daring kepada target pasar, sedangkan data sekunder didapatkan melalui studi literatur. Hasil akhir perancangan ini adalah seri buku cerita anak kustomisasi bertema pendidikan moral beserta media promosinya yang meliputi akun media sosial Instagram, website, poster, *book trailer*, *Point of Purchase*, *pop-up booth*, dan *merchandise*. Saran untuk penelitian lanjutan meliputi pengembangan tema lain yang sesuai dengan isu aktual, pemanfaatan media promosi secara lebih efektif, dan pemberian variasi media promosi yang disesuaikan dengan tema tertentu.

**Kata kunci:** buku cerita anak, pendidikan moral, gaya desain ilustrasi, literasi, promosi

## ABSTRACT

### “DESIGNING SERIES OF CUSTOMIZED CHILDREN STORYBOOK “BY: CN” WITH THEME OF MORAL EDUCATION AND ITS PROMOTIONAL MEDIA”

*by: CN is a customized children story book brand that aims to help increase Indonesian children's reading interest. With increasing competition in the children story book industry, by: CN requires a variety of products that can meet the needs of the target user while still maintain its added value of a personal and educational products. This study aims to design a customized children story book with the theme of moral education and its promotional media. The research method used is a mix of qualitative and quantitative methods. Primary data collection is done by competitor observation, expert and extreme user interviews, and the distribution of online questionnaires to the target market, while secondary data is obtained through literature studies. The final result of this project is a series of moral education themed children story books and their promotional media, which includes Instagram social media accounts, websites, posters, book trailers, Point of Purchase, pop-up booths, and merchandise. Suggestions for further research include the development of other themes that are in line with the actual issues, the more effective use of promotional media, and the variety of promotional media that is tailored to a particular theme.*

**Keywords:** children's story books, moral education, illustration design style, literacy, promotion