

ABSTRACT

Consumptive behavior does not seem to be bad and does not harm anyone. However, when examined further consumptive behavior has several negative effects. Consumptive behavior is very influential on the volume of waste. One is the plastic waste generated when we buy an item, the more goods we buy more and more plastic bags are used. The lack of action that has been done to inform the public to be more concerned about the surrounding environment, and the media used are less interesting in terms of conveying information about waste, especially for children. Therefore, it is necessary to increase the interest of children in knowing the information about garbage. Based on the acquisition of data that has been done from interviews, observation and literature study the way used to inform about garbage in the range of children aged 8-12 is to create illustration book with pop up technique with the theme of preserving the environment by not littering. The author uses a creative concept in the form of a pop-up system by characterizing a human animal. Using cartoon style drawings, choice colors and entertaining stories as well as incorporating waste information. Through the pop up book is expected to be an effective learning media, by spurring the imagination and creativity of the reader also helps readers to know the adverse effects of littering.

Keywords: Children's books, pop-ups, garbage, education media.