

ABSTRACT

Indonesia is a country with abundant natural wealth, this is because Indonesia has a strategic geographical area and high rainfall. This creates diversity on various Indonesian islands, including flora and fauna. However, the lack of awareness of the Indonesian people to preserve this will cause the flora and fauna to reach extinction, and this can have a negative impact on the community because it can create environmental imbalances. For example, the case of the Javanese tiger was declared extinct since 1980, causing the largest cat the one left in West Java is the Leopard, where the Leopards themselves are threatened with extinction. Therefore we need an information media that is able to raise public awareness to help preserve nature, this design aims to create a book that provides messages and insights on endemic flora and fauna conservation in Bandung, West Java and uses the AISAS approach to approaching targets audience. This design is an illustrative book design that provides insight into Indonesia's endemic flora and fauna and provides a message to preserve the endemic flora and fauna.

Keywords: Flora, Fauna, Endemic, Bandung, West Java, Sustainability