

ABSTRACT

Thalassaemia is a blood disorder that is common in Indonesia. The high rate of thalassaemia in Indonesia is inversely to the knowledge of the people. There are still many people who don't know about thalassaemia, including in Majalaya which is a contributor to thalassaemia rates in West Java. Children of thalassaemia survivors in Majalaya face problems in the form of dropping out of school and household divorce. It happens due to the lack of educational media which introduce thalassaemia to parents and children. The purpose and benefit of arranging educational media in a form of illustrated books are so that parents and children can be educated about thalassaemia. In this study, data collection was based on interviews, observations, surveys, and literature studies with qualitative research method. The data is processed with thematic analysis, comparison matrix, SWOT, and imagevoice analysis to obtain a visual comparison. The results of the analysis are used as the basis for the design illustrated books "*Nyanyian Selia: Story About Thalassaemia*".

Keyword: Illustrated Book, Majalaya, Thalassaemia