

ABSTRACT

Racism has become a widely known social issue corrupting the humanity for centuries. Even after the development of this new, modern civilization, its repercussions on humans persist. In the form of bullying, the issue of racism has also corrupted schoolchildren. Research studies have shown that racial bullying in schools is still a significant problem nowadays. Bullying that is driven by race has a detrimental effect on children's wellbeing and fosters a hostile atmosphere that impedes their growth on the social and academic grounds. Thus, the research aims to design an engaging and informative illustration book promoting acceptance and understanding of racial diversity, with the goal of preventing racially motivated bullying. Based on interviews and research, the book is identified as an effective tool against racism that fuels such bullying. The paper comprehensively reviews literature on racism, race-based bullying, and educational interventions, forming a strong theoretical basis for the children's illustration book design. The research methodology involves a message design phase, including interviews with Indonesian Child Protection Commission (KPAI) representatives and experienced illustrators. This step ensures the resulting book's effectiveness for the target audience, children aged 6 to 9. The research emphasizes the importance of early education in promoting inclusivity, respect, and appreciation for different races and cultures. The book will utilize visually appealing illustrations with relatable characters, and scenarios storyline to effectively convey its message. By promoting good in diversity, morals, and respect, the children's illustration book seeks to empower children with the knowledge to deal with diversity, racism and foster a harmonious and accepting school environment.

Keywords: Racism, Racially Motivated Bullying, Diversity, Children's Illustration Book, Edutainment.