

ABSTRACT

The lack of financial literacy among children aged 7–9, along with the limited availability of child-friendly educational media, highlights the need for an engaging and effective learning tool. This final project presents the design of an illustrated book that introduces basic money management through a relatable and visual storytelling approach. The research uses a qualitative method involving interviews, observations, literature reviews, and comparative media analysis. The book features cheerful illustrations, simple narratives, and a visually communicative style to help children learn how to save, manage, and spend money wisely. The results show that visual storytelling is an effective medium to convey basic financial concepts and can serve as a helpful tool for parents and educators in fostering responsible financial habits from an early age.

Keywords: *Illustrated Book, Children, Financial Literacy, Managing.*