

## ABSTRACT

*Tuberculosis (TB) remains a significant public health issue in Indonesia, particularly in Bandung Regency. Based on the 2023 report from the Bandung District Health Office, Baleendah Subdistrict recorded the highest number of suspected Tuberculosis cases. However, public access to Tuberculosis-related information remains limited, both in public spaces and digital platforms, while health literacy levels are relatively low. This study employs visual communication design approaches to create an educational medium that is engaging, accessible, and easy to understand. A qualitative descriptive method was used, including field observation, interviews with health professionals, distribution of questionnaires to 85 respondents, literature reviews, and analysis of similar projects. Findings show that although most respondents are aware of Tuberculosis, there is a lack of in-depth knowledge and a scarcity of visually engaging health campaigns. The educational book was chosen as a flexible, visually engaging medium capable of delivering messages through a narrative approach that is easy to understand. This book is designed to raise public awareness about the dangers of tuberculosis, emphasize the importance of completing treatment, and encourage the adoption of healthy living behaviors through a visual communication approach.*

*Keywords: Tuberculosis, Visual Communication Design, Book, Educational Media, Healthy Behavior*