

ABSTRACT

The high rate of pet ownership in Indonesia is not matched by awareness of animal welfare, coupled with increasing cases of animal neglect and violence, even involving children, and a lack of early education on how to properly care for animals. Therefore, this highlights the importance of designing interactive learning media that can stimulate cognitive development and foster emotional connections with animals in children aged 5-7 years. This final project aims to design a fun and educational interactive illustrated book that addresses the theme of animal welfare education through visuals relevant to the lives of children who own pets. The research method used is qualitative, with data collection techniques through interviews and literature studies, as well as analysis of similar media. The book is designed with cheerful illustrations, simple language guides for animal care, and interactive activities to stimulate children's cognitive and emotional development. The design results indicate that children in this age range have great potential to learn responsibility and compassion through engaging and communicative visual media.

Keywords: Interactive Illustrated Book, Pets, Children's Education, Animal Welfare