

ABSTRACT

Fire is one of the most frequent disasters and has a significant impact, particularly on vulnerable groups such as children. According to data from the Tasikmalaya City Fire Department for the 2023/2024 period, fire incidents continue to increase, with some involving young children as victims. This condition serves as the background for designing a pop-up illustration book titled "Let's Learn About Fire Hazards", intended as an introductory medium for second-grade elementary students in Tasikmalaya. The aim of this project is to introduce fire hazards and self-rescue steps in a fun and easy-to-understand way. This study used a qualitative approach with a phenomenological method, and data were collected through observation, interviews, questionnaires, and documentation. The research findings show that the bilingual pop-up book (in Indonesian and Sundanese lemes) with cartoon-style illustrations has strong appeal, as it is considered interactive, informative, flexible, and culturally relevant to the local context in Tasikmalaya. The conclusion of this project is that bilingual pop-up media is effective as an alternative introduction to fire hazard education for young children, especially in areas with limited access to direct outreach from the fire department.

Keywords: *Fire hazard, fire prevention, pop-up book, bilingual book, introductory media*