

ABSTRACT

DESIGNING AN INFORMATION BOOK " 3 MORPH GECKO ALBINO " WITH DIFFERENT VISUAL AS AN INFORMATION MEDIA FOR THE COMMUNITY

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Books are one of the effective information media to convey information in an interesting and easy to understand manner, this infographic book comes as a response to the need to introduce the diversity of albino gecko morphs to the community. With the theme of information book 3 morph gecko albino as information media. The purpose of designing this 3 morph gecko albino book is as an information media about 3 morph gecko albino which focuses on planting 3 morph gecko albino in the community through visuals and information contained in the 3 morph gecko albino book. This research uses descriptive qualitative method. The data collection techniques used are observation and interview. This research focuses on analyzing the 3 albino gecko morphs and information about the characteristics between the 3 albinos, breeding and care of the 3 albino morphs, by obtaining information through interviews with Ewil chimaru. The data generated is how to be correct and selective about the 3 morph gecko albino to the reptile community, the role of infographic books to the community, and knowing the 3 morph albino through interactive infographic books. the conclusion of this research is the role of a visual and interaction with the community and can affect the selectivity of the information process. the information contained in the book 3 morph gecko albino so that it can help in the difference between morph albino one with the other.

Keywords: visual design, information media, information book, visual communication design, community, breeder.