

## ***ABTRACT***

### **DESIGNING INTERACTIVE BOOK "CHILD ETHICS AT THE SUNDANESE CULTURE DINNER TABLE" FOR CHILDREN AGED 3-5**

Novia Zahra Syafira.<sup>1)</sup>, Yunisa Fitri Andriani<sup>2)</sup>

<sup>1)</sup> *Student of Visual Communication Design, Universitas Pembangunan Jaya*

<sup>2)</sup> *Lecturer of Visual Communication Design, Universitas Pembangunan Jaya*

*This study discusses the introduction of child ethics, the design of an interactive book "child ethics at the dinner table" as a means of helping the process of teaching children. Qualitative descriptive method is the method used in this study. It is a research method that utilizes qualitative data with data collection techniques such as observation, interviews and literature studies. In the design process, the visual communication design approach is needed to consider visual elements such as illustrations, layouts, colors, and the use of typefaces that are relevant and have an appeal to attract children's attention so as to give the impression of fun learning. Interactive books are chosen because learning will be more effective and absorbed in the long term and proven to train fine motor activities in children. This book is targeted at children aged 3-5 years.*

**Key words:** *manners, children, books, eating etiquette*

*References* :

*Publication Years* :