

**FINAL PROJECT**

**PICTURE BOOKS AS AN EDUCATIONAL MEDIUM FOR PROMOTING  
APPRECIATION OF PHYSICAL DIVERSITY AMONG ELEMENTARY SCHOOL  
STUDENTS AGED 10–12**

To Fullfil Partial Requirements for Obtaining a Bachelor’s Degree (S-1)



Submitted by:

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**VISUAL COMMUNICATION DESIGN PROGRAM  
FACULTY OF ARCHITECTURE AND DESIGN  
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR  
2025/2026**

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**APPROVAL PAGE**  
**PICTURE BOOKS AS AN EDUCATIONAL MEDIUM FOR PROMOTING  
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## **ABSTRACT**

Discriminatory behavior toward physical diversity remains a social dynamic that frequently occurs, including among elementary school children. The lack of media and education on how to appreciate physical diversity increases the potential for children to imitate discriminatory actions such as teasing or even bullying. Thus, addressing this issue makes educational media about appreciating physical diversity very necessary, especially engaging and easily understandable educational media so that the intended messages and morals can be well received by children.

This design aims to create a picture storybook as an educational medium to help children appreciate the various forms of physical differences present in the social environment of elementary school children aged 10 to 12 years. Through this design, it is hoped that this book can serve as a functional tool for character education as well as for building empathy and social intelligence in children. The design methodology used in this project includes data collection through several techniques such as interviews, observations, focused group discussions (FGD), and questionnaires, which are used to validate the designs to be developed.

Based on several analyses conducted, it was found that children find it easier to understand social values through visual media accompanied by an engaging narrative rather than through verbal communication alone. Thus, the concept of visual storytelling is employed so that children can naturally learn empathy values through characters and storylines that align with everyday life. This book is expected to serve as a more effective educational medium in fostering an understanding of the importance of appreciating every physical difference from an early age as a preventive measure against bullying behaviors in the school environment.

**Keywords:** picture storybook, physical diversity, empathy, bullying, elementary school

## FOREWORD

Praise and thanks be to Allah SWT, for His abundant mercy, grace, and guidance throughout the creation of this Picture Storybook as an Educational Medium for Appreciating Physical Diversity for Elementary School Students Aged 10–12, from the beginning until the completion of this book. This book was designed with the primary objective of serving as an alternative educational medium for children, enabling them to appreciate the various forms of physical diversity in their environment, thereby reducing bullying rates by instilling social values through engaging storytelling and visual approaches. It is hoped that this book will serve as a guide for children to always do good and appreciate the differences they encounter by emulating how Rama's friends consistently do good, as well as how Rama gradually comes to understand and learn to accept the various differences he encounters.

The author extends gratitude to all parties who have assisted and supported the author in various ways, enabling the completion of this book. On this occasion, the author would like to thank:

1. Allah SWT and the Prophet Muhammad SAW, who have been a source of strength and a place of refuge for the author throughout this project
2. Mrs. Sarpini, a mother who never gives up on her children's future, has sacrificed all the happiness she could have had in order to bring a little joy to her family, and she always does her very best to provide for her small family. Mom, thank you for all the love you've given me. Thank you for every prayer you offer while your family sleeps. Thank you for all the guidance you've given so that I may have a better future. I always pray that happiness will always accompany every effort Mom makes to provide for the family. In the next life, I hope Mom can prioritize herself and pursue the dreams she has given up on so many times. With a heart that big, Mom deserves all the happiness in this world. I love you, Mom.
3. Father Arief Suwandi, as a father who never gave up on his small family. The various aspects of Father's life that I've witnessed from childhood through my growth into adulthood are proof that Father is a family head who always works hard to bring happiness to his family. I want to express my gratitude for all the ups and downs Father has endured to guide his children toward a better future. Thank you for always being a

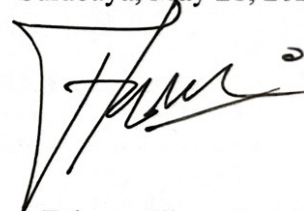
generous head of the family; this has become a guiding principle for me to continue doing good for everyone. I love you, Dad.

4. My older siblings Seishita Amalia Ramadhani, Natasya Wiranti Iswandani, and Joko Tri Maryono, who have always helped me and have been the kind of siblings who always welcome me with open arms when I need a place to call home.
5. Anindya Syafira Rahmania, who has always been the best younger sister and provided invaluable support, love, and happiness to the author throughout the completion of this final project.
6. Mr. Restu Ismoyo Aji, S.Sn., M.A., as the primary academic advisor, who has been a “Father” to the author in this project, ensuring his “children” do not lose their way through his invaluable assistance, guidance, inspiration, and support in the book’s design and the writing of the final thesis report.
7. Ms. Diana Aqidatun Nisa, S.T., M.Ds., as the co-advisor, who also provided assistance and guidance in the design of this book.
8. Ms. Masnuna, S.T., M.Sn., and Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom, as the primary examiner and co-examiner, who consistently provided constructive criticism, suggestions, and valuable feedback during the proposal seminar and the first colloquium.
9. Mr. Mahrus, S.Pd., as well as the students of SDN Ketabang 2 and SDN Wonokusumo 6, who kindly served as the author’s sources in collecting the data that formed the basis of this design.
10. Kos Kamal, a place that served as a valuable space for the author during the design process to gather, work on assignments, and as a place to vent frustrations during the completion of the final project.
11. Mohammad Candra Al-Aliyyu, who has always been a friend, family, and companion to the author from high school until we finally graduated from the same major.
12. Kamal and Steven, who always helped, encouraged one another, and remained the author’s best friends throughout college (except for Steven, whom the author met only in the fifth semester) and the completion of the final project.
13. Naura Kamalia Husna, who has always been a home for the author to return to, a friend who always understands the situation, and an ex-girlfriend who always provides emotional support and accepts the author’s various shortcomings.

14. Diah Permatasari, the author's best friend, who always provided emotional support so the author never felt alone during college and while working on the final thesis.
15. Day6, Jannabi, IVE and Hanroro, the author's idols who accompanied the author through the thesis process with their beautiful music and provided motivation to complete the thesis
16. All parties involved in this project whom the author cannot name individually.
17. Finally, the author would like to thank himself for having persevered through the various trials and challenges that arose over the course of four semesters. May all the lost sleep, the scattered medications on the desk during every illness, the tears that accompanied every complaint, and the moments that went unnoticed due to the busyness of work and school serve as a foundation to bridge future opportunities. Thank you for making it this far. We're amazing!

The author acknowledges that this project is far from perfect and has shortcomings in both the final execution and the writing of the report. Therefore, constructive criticism and suggestions are greatly needed as a guide for the author and readers in future storybooks. In closing, may this project be beneficial and have a positive impact on many people.

Surabaya, May 21, 2026



Fahreza Ilham Saputra

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