

**FINAL PROJECT**

**DESIGN OF AN EDUCATIONAL ILLUSTRATION BOOK ON JAVANESE  
EDELWEISS (SENDURO FLOWER) AS AN EFFORT TO PRESERVE  
INDONESIA'S ENDANGERED ENDEMIC FLORA**

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



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**STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN  
FACULTY OF ARCHITECTURE AND DESIGN  
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**APPROVAL PAGE**

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ENDANGERED ENDEMIC FLORA**

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AGREEMENT PAGE

DESIGN OF AN EDUCATIONAL ILLUSTRATION BOOK ON JAVANESE  
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## ABSTRACT

The design of the educational illustrated book of Javanese Edelweiss (Bunga Senduro) is motivated by the declining population of Javanese Edelweiss (*Anaphalis javanica*), a unique Indonesian mountain flora that is now endangered due to human activities such as illegal picking and tourism pressure. Although this species is legally protected, public awareness regarding its conservation remains low. This condition highlights the need for educational media capable of conveying conservation messages in an engaging and communicative way, especially to hikers who directly interact with the Edelweiss habitat.

The design methodology includes data collection through literature review, field observation, deep interviews, and a questionnaire distributed to 117 respondents across Indonesia. The collected data were analyzed to identify the level of knowledge, attitude, and behavior of hikers toward the conservation of Javanese Edelweiss. These findings served as the foundation for developing an illustrated book concept that effectively delivers educational and conservation messages.

The analysis revealed that most respondents recognize Javanese Edelweiss and are aware of its protected status, yet there remains a gap between knowledge and actual behavior. Many hikers understand the prohibition against picking the flower but fail to consistently apply it. Based on these findings, an educational illustrated book was designed using a semi-realist visual style and earth tone colors to evoke a natural atmosphere. The combination of narrative text and imagery helps convey conservation messages more effectively, particularly for younger hikers.

In conclusion, the design of the educational illustrated book about Javanese Edelweiss (Bunga Senduro) is expected to serve as an effective medium to raise ecological awareness about the importance of conserving Indonesia's native flora. Through an informative and aesthetic visual communication approach, this book aims to inspire responsible environmental behavior among hikers and contribute to the preservation of Javanese Edelweiss in its natural habitat.

**Keywords:** Edelweiss Jawa, educational illustration book, conservation, climber behavior, visual communication.

## PLAGIARISM-FREE STATEMENT LETTER

I am the undersigned:

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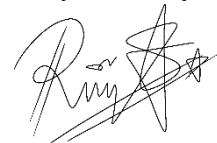
## FOREWORD

Praise be to Allah SWT for His grace and bounty so that the final project report DESIGN OF AN EDUCATIONAL ILLUSTRATION BOOK ON JAVANESE EDELWEISS (SENDURO FLOWER) AS AN EFFORT TO PRESERVE INDONESIA'S ENDANGERED ENDEMIC FLORA can be completed. Thank you to the many parties who have helped in the process of preparing this report and provided a lot of support until this report was completed properly. The author conveys this gratitude to:

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10. As well as all parties who cannot be named one by one who are involved in this design.

The author realizes that this design is far from perfect due to limited knowledge and experience. Hopefully this design can be useful and used as a learning for the author himself and readers who read this design.

Surabaya 21 May 2026



Regina Citra Laksmi

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