

## ABSTRAK

Sejauh ini banyak beredar di pasaran buku tata cara shalat dengan disertai ilustrasi sebagai penunjang penjelasan yang terdapat dalam buku. Tak sedikit buku-buku tersebut kurang mempertimbangkan *layout*, ilustrasi serta psikologi warna dalam upaya pengembangan motorik dan kognitif anak sebagai target *market*, khususnya PAUD (Pendidikan Anak Usia Dini). *Pop-Up* merupakan teknik yang sangat memungkinkan untuk disatukan dengan ilustrasi dan diaplikasikan menjadi sebuah buku, karena teknik *Pop-Up* dapat meningkatkan kreatifitas serta merangsang imajinasi sehingga syaraf motorik serta kognitif anak akan berkembang. Menentukan konsep awal serta melakukan observasi serta wawancara dengan narasumber yang ahli dibidang *Pop-Up* dan tenaga pendidik dibidang PAUD, diharapkan akan tercipta perancangan buku *Pop-Up* tata cara shalat yang sesuai dengan segmentasi, sehingga target *audience* (orang tua atau guru) lebih terbantu dalam mengajarkan shalat kepada anak, dan target *market* (anak usia dini) bisa menerima pelajaran tata cara shalat dengan maksimal.

**Kata Kunci :** Buku Ilustrasi, *Pop-Up*, Tata Cara Shalat, Anak PAUD.

## **ABSTRACT**

*So far many outstanding prayer procedures have been accompanied by illustrations as supporting explanations contained in the book. Most of these books do not consider layouts, illustrations and color psychology in an effort to develop children's motor and cognitive development as a target market, especially Early Childhood Education. Pop-Up is a technique that is very possible to form illustrations and applied into a book, because the Pop-Up technique can increase creativity and stimulate the imagination so that the child is able to develop his motor and cognitive nerves properly. Determine the initial concept, observation and interviews with speakers who are experts in the field of Pop-Up and Early Childhood Education teachers. From this stage can be created a Pop-Up book design for prayer procedure that accordanced with segmentation, so that the target audience (parents or teachers) will be helped in learning about how to pray properly and market targeting (early childhood) can receive prayer procedure maximally.*

*Keywords: Illustration Books, Pop-Up, Prayer (Shalat) Procedure, Early Childhood Education (PAUD)*