

ANALYSIS OF READER RESPONSE TO ENVIRONMENTAL CONSERVATION IN CHILDREN'S STORYBOOKS TO INCREASE ENVIRONMENTAL AWARENESS

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ABSTRACT

Picture storybooks have an important role in providing further understanding of the meaning of a story with the involvement of the pictures in it. Therefore, in storybooks, pictures are believed to be an effective medium to instill certain values in children, including the values of environmental awareness. On the other hand, the world is faced with global environmental problems as a result of human behavior that tends to be less concerned with the environment. The picture storybook, in harmony with its characteristics, can be seen as one of the efforts to help create a more caring generation. This third phase of research is a continuation of previous research, and the researchers have developed four children's literary works that carry the values of consciousness towards the environment. After going through the stage of writing stories, synchronizing ideas with the illustrator, preparation of the initial design, expert judgment, rewriting, until the completion of the first stage of the product, in this study, the next stage of book reviews were carried out through a joint Focused Group Discussion with teachers, children, and literary expert, and then continued with a medium-scale trial to see the readers' response to the four literary works developed to instill children's awareness of the importance of preserving the environment.

Kata Kunci: Buku cerita bergambar, lingkungan, sastra anak