

ABSTRACT

In order to make good picture book, the writer must know what are the characteristics of picture books and its effects on children. By knowing what kinds of characteristics and effects that exist, the writer can adjust the concept and content with the target reader so that the knowledge conveyed can be understood easily by children. A picture book entitled *Hi, I Am a... Animal Facts for Kids* was analyzed in this report. The analysis shows that there are four characteristics used including picture book should be brief, the written concept can be understood by children, the writing style is simple and there are illustrations that complement text. Meanwhile, there are eleven effects produced by this book including dealing with emotions, learning about the world, learning about people, relationships, and feelings, having fun, stimulating imagination, appreciating beauty, encourage children's learning enthusiasm, easily found in newspaper and bookstores, contain stories about everyday life, provide varied learning styles, and develop children's vocabulary.

Keywords: picture book, characteristics, effects

TABLE OF CONTENTS

Cover Page	
STATEMENT OF ORIGINALITY	ii
APPROVAL.....	iii
BOARD OF EXAMINERS RATIFICATION	iv
GUIDELINES TO USE THE FINAL REPORT	v
ACKNOWLEDGEMENT	vi
ABSTRACT	vii
TABLE OF CONTENTS.....	viii
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF APENDICES	xiv
CHAPTER 1	1
INTRODUCTION.....	1
1.1. Background of the Report.....	1
1.2. Statements of the Problems	6
1.3. Limitation of the Report	6
1.4. Objectives of the Report	7
1.5. Significance of the Report	7
1.5.1. For the writer.....	7
1.5.2. For the alma mater	8
1.5.3. For the company/ institution	8
1.5.4. For other interns.....	8
CHAPTER 2	10
REVIEW OF RELATED LITERATURE.....	10
2.1. Picture Book	10
2.2. The Characteristics of Picture Books	13
2.2.1. Picture Book for Children Should Be Brief.....	13
2.2.2. Picture Book Should Contain Few Concepts.....	14
2.2.3 The Written Concept Can Be Understood by Children	14
2.2.4 The Writing Style is Simple.....	14
2.2.5 There are Illustrations That Complement Text	15
2.3. The Effects of Picture Books	15
2.3.1 Dealing with Emotions	15
2.3.2 Learning About the World.....	16
2.3.3 Learning About People, Relationships, and Feelings	16
2.3.4 Having Fun	17

2.3.5 Stimulating Imagination	17
2.3.6 Appreciating Beauty	17
2.3.7 Encourage Children's Learning Enthusiasm	18
2.3.8 Easily Found in Newspapers or Bookstores.....	18
2.3.9 Contain Stories About Everyday Life	18
2.3.10 Provide Varied Learning Styles.....	18
2.3.11 Increase Children's Vocabulary	18
CHAPTER 3	20
METHODOLOGY.....	20
3.1. Location and Participant.....	20
3.2. Data Collection	20
3.2.1. Observation.....	20
3.2.2. Document	21
3.2.3. Survey.....	21
3.3 Data Analysis.....	21
3.4 Framework of the Report.....	22
CHAPTER 4	23
RESULTS AND DISCUSSION	23
4.1. Description.....	23
4.1.1. The Characteristics of Picture Book	23
4.1.2. The Effects of Picture Book for Children	32
4.2. Obstacles.....	45
4.2.1. Obstacles in finding the characteristics of picture book entitled <i>Hi, I Am a... Animal Facts for Kids</i>	45
4.2.2. Obstacles in finding the effects of picture book entitled <i>Hi, I Am a... Animal Facts for Kids</i> for children.....	45
4.3. Added Values	46
4.3.1. Added values in finding the characteristics of picture book entitled <i>Hi, I Am a... Animal Facts for Kids</i>.....	46
4.3.2. Added values in finding the effects of picture book entitled <i>Hi, I Am a... Animal Facts for Kids</i> for children.....	46
4.4. Related Courses	47
4.4.1. Sentence-based Writing.....	47
4.4.2 English Learning Management.....	47
4.4.3 Grammar for Writing.....	47
4.4.4 Academic Writing	47
CHAPTER 5	48
CONCLUSION AND SUGGESTION	48
5.1. Conclusion	48
5.2. Suggestions	49
5.2.1. Suggestion for English Diploma Program.....	49
REFERENCES.....	50
APPENDIXES	54

Appendix 1: Internship Assessment Form	54
Appendix 2: The Writer Picture Book	55
Appendix 3: The Survey Results.....	62
BIOGRAPHICAL SKETCH	66

LIST OF TABLES

Table 1 Data Analysis	21
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LIST OF FIGURES

Figure 1 Example of picture book for children should be brief.....	24
Figure 2 Example of picture book for children should be brief.....	24
Figure 3 Example of picture book for children should be brief.....	25
Figure 4 Example of picture book concept that liked by children	25
Figure 5 Example of picture book concept that liked by children	26
Figure 6 Example of the written concept can be understood by children	26
Figure 7 Example of the writing style is simple	27
Figure 8 Example of the writing style is simple	28
Figure 9 Example of the writing style is simple	28
Figure 10 Example of the writing style is simple	29
Figure 11 Example of the writing style is simple	30
Figure 12 Example of the writing style is simple	30
Figure 13 Example of illustration that complement text.....	31
Figure 14 Example of illustration that complement text.....	32
Figure 15 Example of illustration that complement text.....	32
Figure 16 Survey results dealing with emotions	34
Figure 17 Survey results learning about the world	35
Figure 18 Survey results learning about the world	35
Figure 19 Survey results learning about people, relationships, and feelings	36
Figure 20 Survey results learning about people, relationships, and feelings	37
Figure 21 Survey results having fun	38
Figure 22 Survey results stimulating imagination	39

Figure 23 Survey results appreciating beauty	39
Figure 24 Survey results appreciating beauty	40
Figure 25 Survey results appreciating beauty	40
Figure 26 Survey results appreciating beauty	40
Figure 27 Survey results encourage children’s learning enthusiasm	41
Figure 28 Survey results encourage children’s learning enthusiasm	42
Figure 29 Survey results easily found in newspaper or book store.....	42
Figure 30 Survey results contain stories about everyday life	43
Figure 31 Survey results provide varied learning styles	44
Figure 32 Survey results increase children's vocabulary	45
Figure 33 Internship Assessment Form.....	54
Figure 34 The writer picture book page 3-8.....	55
Figure 35 The writer picture book page 9-14.....	56
Figure 36 The writer picture book page 15-20.....	57
Figure 37 The writer picture book page 21-26.....	58
Figure 38 The writer picture book page 27-32.....	59
Figure 39 The writer picture book page 33-38.....	60
Figure 40 The writer picture book page 39-42.....	61
Figure 41 Survey results.....	65

LIST OF APENDICES

<u>Appendix 1: Internship Assessment Form</u>	544
<u>Appendix 2: The Writer Picture Book</u>	555
<u>Appendix 3: The Survey Results</u>	62