

ABSTRACT

Cats are often considered to be the favorite pets of humans. However, violence against animals, especially cat abuse, is an unfortunate thing. Violence against animals can be caused by a variety of factors, including psychological disorders. Violence against animals can occur in any setting and by anyone, including family members. Therefore, it is important to teach children to love and respect animals from an early age. Storybooks are a great way to do this. This design model uses qualitative approach with collection techniques by observation, interviews, documentation, and literature study. The collected data then analyzed by SWOT to generate USP and positioning. Storybooks that are equipped with puzzle games can help children to train their concentration and motor skills.

Keywords : animal affection, early childhood, puzzle, storybooks