

## **ABSTRACT**

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### ***Analysis of Book Cover Designs for Grade V Students at SDN Kubang***

*Literacy is a person's ability related to reading activities and is often associated with interest in reading. Interest in reading is a great desire in humans that causes someone to really like reading. The book cover design is to protect the contents of the book in the form of a thick cover and functions as a binder between the sheets of paper. In this research there are two books for class V A and class V B, namely: I Know About the Sea and I Know About Rivers. Descriptive Qualitative Methods were used to analyze the data. First of all, the discussion focuses on analyzing the quality of the cover design which refers to Tom Lincy's design theory which is used as a reference. Tom Lincy's theory has five main layout principles for a designer to create a work, namely proportion, balance, contrast, rhythm and unity. Second, students in classes V A and V B chose one of two favorite books through a questionnaire. The research results showed that 74% of class A or around 28 students chose the book I Know About the Sea and class B of 40 students, around 50% chose the first book I Know About the Sea and 50% chose the second book I Know About the River. Third, students in classes V A and V B were interviewed by taking a sample of 5 people in each class and 2 class teachers. From the results of all the existing findings, it is evident that many class V A and class V B students chose these two books because their interest in reading is closely related to the book cover design. Starting from the illustrations, the contrast between light and dark colors, the typography, it really influences students' interest in reading.*

**Keyword:** *literacy, interest in reading, book cover design, Tom Lincy theory*