

ILLUSTRATION BOOK DESIGN FOR CHILDREN AT FORMATIVE AGE (4-6 YEARS OLD) TO RAISE AWARENESS OF STRAY CATS

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Abstrak: Penelitian ini dilatarbelakangi oleh kasus kekerasan terhadap kucing liar yang ditemukan pada anak-anak. Anak-anak, terutama anak laki-laki, dilaporkan oleh orang tua memiliki tingkat kekerasan terhadap hewan yang lebih tinggi. Padahal, menolong hewan seperti kucing liar baik untuk tumbuh kembang anak, terutama anak usia 4-6 tahun dimana pada usia tersebut anak sudah memasuki usia formatif, yaitu usia dimana anak memasuki tahap belajar tentang dunia di sekitar mereka, termasuk hewan. Penelitian dilakukan dengan menggunakan tinjauan pustaka, wawancara, kuesioner, dan observasi untuk mengumpulkan data. Target audiens utama penelitian ini adalah anak-anak usia 4-6 tahun dan orang tua sebagai target audiens sekunder. Hasil penelitian menunjukkan bahwa menurut orang tua, penting bagi anak untuk mengenal hewan-hewan di sekitarnya, termasuk kucing liar. Selain itu, buku bergambar sebagai alat media juga cocok untuk anak usia 4-6 tahun karena pada usia tersebut anak-anak masih belajar melalui visual. Oleh karena itu, dibuatlah desain buku ilustrasi untuk anak usia 4-6 tahun dengan tujuan untuk meningkatkan kesadaran terhadap kucing liar pada anak.

Kata kunci: anak-anak, buku ilustrasi, kucing liar.

Abstract: This research is motivated by cases of violence against stray cats that were found in young children. Young children, especially boys, are reported by parents to have higher rates of cruelty towards animal. Whereas, helping animals such as stray cats are good for children's development, especially children aged 4-6 years where at that time children have entered the formative age, which is the age when children begin to enter the stage of learning about the world around them, including animals. Research is conducted using literature review, interviews, questionnaires, and observation to collect data. The primary target audience for this research is children aged 4-6 years and their parents as the secondary target audience. The results of the research show that according to parents, it is important for children to learn about the animals around them, including stray cats. In addition, illustrated books as a media tool are also suitable for children aged 4-6 years because at this age, they are still learning through visuals. With this data collected, an illustration book design was created for children aged 4-6 years with the aim of raising awareness of stray cats in children.

Keywords: children, illustration book, stray cats.

INTRODUCTION

Cats are animals that are easily found in today's social life, they have been around humans as old as 10,500 years ago when humans settled permanently in one place (Driscoll et al., 2009). Stray cat is a cat who lived indoor and had contact with human before, but eventually lost their home, abandoned, and no longer had contact with human. Overtime, it can lead stray cat to become feral (Alley Cat Allies, n.d.). Stray cats are coming from offspring of another stray cats, lost cats, or abandoned cats (Slater, 2007).

Quoted from Ramadhan et al. (2022) said that cat breeding can occur quickly. The total population of feral cats in Bandung is 14.940 but the total population is also not evenly distributed, it depends on the condition of the area. With a large population of cats, it is undeniable that violence against cats, especially stray cats, can occur. Younger children are reported by parents to have higher rates of cruelty towards animals than older children, and it is reported there is more cruelty done by boys than by girls (Dadds et al., 2004). Children cruelty is linked to demographic of low maternal education may act as a marker, such as low socioeconomic background, poor vocabulary, social abilities, and educational culture within the home (Flynn, 2001, as cited in Dadds et al., 2004).

Whereas, caring for animals can have a positive impact on the growth and development of children. In children who are experiencing a period of cognitive and language growth, children integrate pets into child development by talking about their pets, learning to understand their pets' needs, and practicing their motor skills by interacting with animals (Mueller, 2021). It can be concluded that caring for animals can influence social skills, language, physical health, and better cognitive development of children.

According to Jean Piaget's theory, quoted from Marinda (2020), at the age of 2-7 years, children are in the pre-operational stage. In this age range,

children begin to represent the world with words and pictures. This period of development shows that there is an increase in symbolic thinking and goes beyond the connection of sensory information and physical action. In this period, children also learn various kinds of animals and plants, objects around them, and basic literacy.

Current study shows that storybooks with human characters can teach children about empathy and morals, it also influenced children prosocial behavior because they can relate to the stories (Larsen et al., 2018). Through the process of reading children can gain their knowledge, improve brain function, and increase concentration (Untarni & Rahman, 2016). Therefore, it is important to introduce the importance of the welfare of stray cats, especially for children who are experiencing growth and development. The target audience selected in this study were children in the age range of 4-6 years using illustrated book media containing how to take care of stray cats which contains discussions in language and visuals that are attractive and easily understood by young children aged 4-6 years with parental assistance. With this educational illustration book, it can also be a learning tool for children to read more books.

RESEARCH METHOD

This research is conducted by qualitative method, with literature review, observation, interview, and questionnaire to obtain the data. For the analysis method, the author used SWOT and matrix analysis. According to Kenton W (2022), SWOT (Strength, Weakness, Opportunity, and Threat) analysis is to evaluate a realistic and fact-based analysis of strength and weakness within a company or industry, to grow a potential of a business. Matrix analysis is a combination of the four components to assess four different strategies, i.e., WT

strategy (Weakness-Threat), WO strategy (Weakness-Opportunity), ST strategy (Strength-Threat), and SO strategy (Strength-Opportunity).

To make an illustrated book that is in accordance with the development of children's growth and development, the author uses the theory of Stages of Cognitive Development in Children. According to Jean Piaget, quoted from Ansorge R (2023), at the age of 2-7 years children enter the Pre-Operational Stage. At this stage, children begin to represent the world with words and pictures. Children are starting to develop an ability to use symbols in communication and begin to ask a lot of questions because of curiosity. This is also in line with the theory of Formative Age, where children from birth until the age of eight is in the crucial phase for cognitive, social, emotional, and physical development (UNICEF, 2019).

In addition, the theory used is the theory of children literature. Children literature can be in the form of fiction and non-fiction books, stories, magazines, and poetry. Bayraktar (2021) stated that children literature can improve children's imagination and creativity, language development, enrich vocabulary, and raise awareness of various topics. According to Ghozalli (2020), at the age of 4-6 years children are at the Pre-reading 2 level, where children start to develop the ability to socialize and basic thinking skills through guidance. Thus, a book which contains 8-16 pages of introduction to various animals, plantations, self-concepts, basic literacy (alphabets and numbers from 1-20), fables, or basic skills. 90% of the book is full visual illustrations with primary, secondary, or neutral colors with alternative media (pop-up books, fabric books, or board books) is suitable. According to Sadiman (2009), an illustrated book as an educational media is useful for helping to learn, providing information, and helping individuals to increase knowledge, skills, and attitudes.

There are several aspects needed to create an interesting illustration book for children, the first is the storyline. Storyline is the sequence of events in a story. In a story there must be characters, conflicts, settings, and plots (exposition, climax, and resolution) (Digiten, 2023). Secondly, an interesting illustration is also needed. According to Soewardikoen (2015, as cited in Soewardikoen, 2019), illustration is an interesting picture, where the picture can help in telling a story without having to worry about time and attention. Illustrations can quickly communicate relevant ideas that are often difficult to express in words. Meanwhile, Supriyono (2010) stated that generally illustrations are seen as pictures or photos which purpose is to elaborate a text and create an appeal to the readers. In addition, a character design is needed that is in accordance with the contents of the illustration book. Character design is a creative process to design a character concept and style from scratch to tell a story or convey a message to the audience. It involves the physical appearance of a character, personality, behavior or aesthetics (CG Spectrum, 2022).

Seen from the aesthetic aspect, there are several things that need to be noticed. Layout is a design arrangement of visual elements that are arranged to create a good aesthetic impression. Different layouts can convey different impressions (Ilhamsyah, 2021). Colour has the function of attracting attention, presenting realism, creating a mood, and building a brand identity. There are two types of colour analysis, namely graphic colours (CMYK: Cyan, Magenta, Yellow, Black) and monitor colours (RGB: Red, Green, Blue) (Ilhamsyah, 2021). Lastly, according to Moriarty et al. (2009) typography does not only convey information or only have functional role, but they also have an aesthetic role, and their selection helps create a mood and keeps the visual appearance consistent.

RESULT AND DISCUSSION

In this research, it has been determined that the primary target for designing illustrated books is children aged 4-6 years and the secondary target is the child's parents, who live in Bandung, Indonesia. Through the results of the data obtained by the method of observation, interviews, questionnaires which can finally be concluded for the design of the illustrated book this time is divided into two media, the main media and supporting media.

For the main media, the author decided to design visual educational media in the form of an illustrated book about how to take care of stray cats. This aims to introduce children, especially aged 4-6 years old, to pay attention to the welfare of animals around them from an early age. The use of illustrations contained in the book is dominated by hand drawing illustrations with various colourful colours. There are also three characters, namely Gian as the main character, Olen as the cat, and Ibu as Gian's mother. The typeface used in this book uses handwriting font to give a playful impression. In this book also has a variety of interactive activities to attract children's attention.

Meanwhile, supporting media is a media used to attract people's attention and spread information about main media product. Some of the supporting media are Instagram content (posts and story), poster, merchandise (Sticker, pin, keychain, t-shirt, feeder bottle 2n1), and amigurumi.

Visual Concept

A mood board is important for designer in pre-production a design. Mood board is a collection of visual materials that represents a certain mood or concept. Creating a mood board can be a guide for designers in developing design projects.



Figure 1. Mood board
(Source: Savina, 2023)

The main media book will be used a colour combination which obtained from the mood board, a tetradic colour consist of four main colours, which: red, yellow, blue, and green. The other colour, such as black, white, and combination of different hues of the main colour are used for secondary colour.



Figure 2. Colour
(Source: Savina, 2023)

The typography that will be used is Darumadrop One and Rubik. Darumadrop One is a handwritten font inspired by Japanese handwriting, it can give an impression of a children's handwriting with uneven strokes that feel playful. Rubik is a sans serif with slightly rounded corner which will complement Darumadrop One Regular.

Darumadrop One Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

!@#\$%^&*()-+=_.,/';<>?":

Rubik

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

!@#\$%^&*()-+=_.,/';<>?":

Figure 3. Typography

(Source: Savina, 2023)

The book is made with 20x20 cm format. There will be two types of layouts: one slide layout and multi-panel layout. One slide layout consists of a full page of illustration with a brief caption within the page, aims to be readable and understood by children. Multi-panel layout is made for a specific page which contains several information inside, but still maintains the characteristics of children's books so that children can easily understand the contents of the book. Not only for reading purpose only, but the book is also coming with activities such as sensory and flip flap page where children can engage and playing with the book.

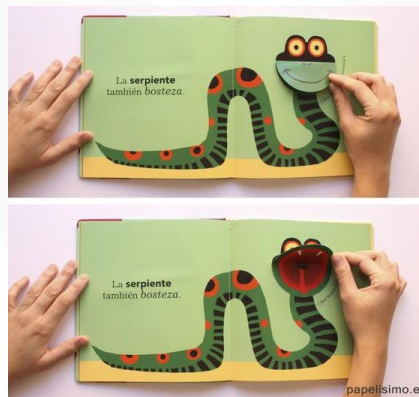


Figure 4. Activity Book

(Source: Pinterest, 2023)

Character Design

Gian

Gian is a 5-year-old boy. He has a cheerful nature, high empathy, and full of curiosity. The inspiration for Gian comes from the typical look of

Indonesian 5-year-old boy: short hair, slightly tan skin, and round eyes. The clothes Gian used is a common children's play clothes, t-shirt paired with short pants.



Figure 5. Gian Design Concept

(Source: Savina, 2023)

Olen

Olen is a 6-months-old kitten found by Gian. Initially has a timid nature with strangers, but over time it becomes friendly. Instead of a full orange cat, Olen has distinct and unique pattern of orange spot around his white fur.



Figure 6. Olen Design Concept

(Source: Savina, 2023)

Ibu

Ibu is the mother of Gian. A housewife and has a friendly and caring nature. Ibu inspiration comes from typical Indonesian mother looks, wearing *daster* as a daily clothing with tied long hair and slippers.



Figure 7. Ibu Design Concept

(Source: Savina, 2023)

Storyboard

A storyboard is a sequence of drawings which represent sketches of shot planned. Making a storyboard is a beneficial step before illustrating a book, because it can give us a bigger picture of what the book will look even at the starting point of making the book. This is the rough sketch of the “Teman Baruku Olen” storyboard, before the final look:



Figure 8. Storyboard

(Source: Savina, 2023)

Design Result

After obtaining some references and exploring the sketches, these are the final result of each character:



Figure 9. Gian Design Result

(Source: Savina, 2023)



Figure 10. Olen Design Result

(Source: Savina, 2023)

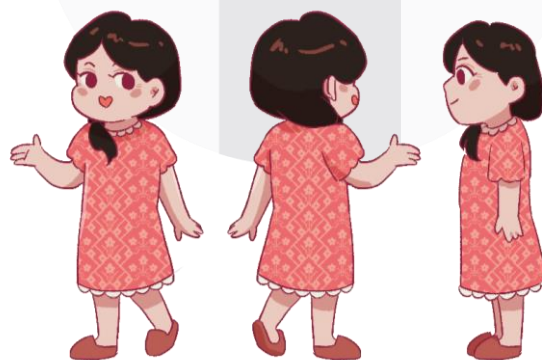


Figure 11. Ibu Design Result

(Source: Savina, 2023)

After obtaining some references and exploring the storyboard, these are the final result of the main media:



Figure 12. Book Cover

(Source: Savina, 2023)



Figure 13. Page 1-2

(Source: Savina, 2023)



Figure 14. Page 3-4

(Source: Savina, 2023)



Figure 15. Page 5-6

(Source: Savina, 2023)



Figure 16. Page 7-8

(Source: Savina, 2023)



Figure 17. Page 9-10

(Source: Savina, 2023)



Figure 18. Page 11-12

(Source: Savina, 2023)



Figure 19. . Page 13-14

(Source: Savina, 2023)



Figure 20. Page 15-16

(Source: Savina, 2023)

Main media

The main media is in the form of illustrated books which contain stories about the introduction of stray cat to children aged 4-6 years by combining playful illustrations and simple writing through parental guidance. The specifications are as follows: board book with flip flap page and sensory activity, 20x20 cm sizes, and 16 pages long.



Figure 21. Main Media

(Source: Savina, 2023)

Supporting media

Supporting media is a media used to attract people's attention and spreading information about main media product. Some of the supporting media are Instagram contents (post and story), poster, and merchandise (sticker, pin, keychain, t-shirt, and amigurumi) as follows:



Figure 22. Instagram contents

(Source: Savina, 2023)



Figure 23. Poster

(Source: Savina, 2023)



Figure 24. Merchandise (Left to right: sticker, pin, keychain, t-shirt, bottle feeder 2n1, amigurumi)

(Source: Savina, 2023)

CONCLUSION

According to the result of this research, there are still several cases of animal violence perpetrated by children. This happens because of the ignorance of children to behave with animals, especially wild cats. Interacting with animals can have a good impact on children's development, especially children aged 4-6 years. At this age, children begin to learn and mimic their behaviour by watching their surroundings, so it is best to set a good example for them to follow.

Therefore, a book called "Teman Baruku Olen" was created. This illustration book, which filled with attractive illustrations and many interesting activities, such as flip flap page and sensory activity within the book, is expected to teach children about stray cats and how to care for them, with parental guidance. However, the author has several suggestions for future research: since this book's demographic is for children aged 4-6 years old, the author hopes that in the future there will be another discussion and research for how to take care of stray cats more deeply along with the age and development of children, thus it can be made as a series too, and to increase the number of various characters and stories in the study.

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