

DESIGN AN INTERACTIVE BOOK ON BODY SHAMING AS EDUCATION FOR ELEMENTARY SCHOOL CHILDREN

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Abstract: The design of this interactive media-based book aims to provide education and introduce the body shaming to elementary school students, including understanding, the impact it will have, how to respond when experiencing a body-shaming, which is depicted through a social life story for elementary school students. The design refers to the visual communication design model by Sanyoto, with stages of data, synthesis analysis and analysis, conceptualization, execution stage, and final design. Data interview techniques are in the form of interviews with elementary school teachers and child psychiatrists. The design results are in the form of a mixed interactive book that can be added imagination as well as self-sensitivity in dealing with problems that body shaming

Keywords: Body Shaming, Interactive Media, Elementary School Students

INTRODUCTION

Children's understanding of good behavior does not come naturally, but requires example and direction. Efforts to cultivate good habits must be done through fun activities. Fun introductory activities can be done by playing, for example, such as watching movies, playing with friends, reading interactive books that can inspire and arouse children's awareness to do positive things. [1]Asror (2011:10) Revealed that learning media are anything (tools, materials, or devices) that are used in the learning process to convey messages or information so that they can stimulate students' thinking, attention and interest in achieving learning objectives. According to Edgare Dale's Cone of Experience theory, knowledge will be more abstract if the message is only conveyed verbally [2](Indriana, 2011). Using assistive media can more effectively increase knowledge [3](Hamida, 2012). Therefore, we need a media that can help teachers and parents in explaining body shaming

Books are the main learning tool that can be reached by the general public. They do not require other tools so that they can be used anytime, anywhere and by anyone. Books made with interactive methods can invite children to actively participate during the process of identifying a problem so that new knowledge can be better absorbed by children.

Reporting from Suara.com, [4]. The number of body shaming victims continues to increase from year to year, the hate speech that is carried out is increasingly diverse. The National Police Headquarters revealed that there were 966 cases of body shaming throughout Indonesia in 2018. The issue of body shaming is currently not a top priority for the Indonesian government. Public awareness of this issue is still considered low. Body shaming is an act of bullying committed by a person to himself or another person, whether intentionally or unintentionally, which can disturb the child's psychology. bullying is in the form of criticism or negative comments about the appearance of the body. As for the characteristics of body shaming behavior [5], including: 1) Criticizing one's own appearance, through judgments or comparisons with others; 2) Criticizing the appearance of others in front of them; 3) Criticizing the appearance of others without their knowledge. These comments are usually made by the closest people who are considered as a form of concern so that the victim can be motivated to have a perfect body shape according to community standards. The

formation of negative self-patterns both from yourself and from others can have an impact until the child grows up. This can have an impact on low self-esteem, decreased self-love and poor self-concept due to the body shaming that they experience. The negative impact is not only obtained by the victim, the perpetrator of body shaming also has a negative impact on the actions he / she does, if left unchecked, the child will become a selfish child, difficult to respect others, difficult to accept differences from physical form and become a racist person.

Since a child is born until he is 12 years old, there is a continuous development that will greatly determine his life in his future. The authors narrow the target audience, namely for children of elementary school age. The purpose of reducing the target audience is to facilitate the design of media selection and how to convey messages, so that the message in the design can be conveyed properly.

The solution based on the above problems regarding the act of body shaming is by designing a story book using interactive media. Interactive methods in books can be more attractive to children, increase children's memory term and make it easier to understand messages. The design of interactive books for children contains body shaming as education that can help in recognizing what body shaming is, how to address these problems so that all are aware that body shaming is a criminal act that can destroy morale and must be eliminated in everyday life especially for children accompanied by parents and teachers, so that the impact can be minimized and does not become a culture in socializing in everyday.

The purpose of this design is to educate children about the importance of behaving well in speaking and acting so as to avoid the actions and impacts caused by body shaming. The media used is a mixed interactive book that can increase imagination and self-sensitivity through more than one interactive type

METHOD

Method of Collecting Data

Primary data is data obtained from the first source in the field, directly from respondents or research objects. In this study, primary data were obtained through interviews with figures who were experts in their fields and interviews with the target audience sample as well as observation. Secondary data is data obtained from literature, literature and existing data. The designer does not directly conduct research but examines or makes use of the data obtained through literature data and visual data with discussions relating to the problem.

Interview

Interviews were conducted with teachers and parents, then organized and narrated about the topics being asked in the form of problems that occurred in elementary schools where the resource persons taught, namely regarding body shaming

Literature

Library data is obtained from printed and online books, journals, articles, previous theses, proceedings, theses and dissertations

Internet

Secondary data is data that is recorded and collected by other parties. Secondary data is usually in the form of articles, journals, and other sources from the internet which contain data about body shaming from this design obtained from social media Youtube.

DATA ANALYSIS METHOD

The data analysis method used in making this interactive book is to use systematic, structured, sequential and logical steps, starting from the background, problem identification, followed by data collection which includes observation, interviews and other supporting library sources to produce the final product. Qualitative research is carried out in natural and discovery conditions. The method used. Determination of alternative strategies that are appropriate for the company is by making a SWOT matrix. This SWOT matrix is built based on the results of the analysis of strategic factors both external and internal which consist of a focus on opportunities, threats, strengths, and weaknesses.

Strengths (S)

- An illustrated book that educates children about body shaming to minimize further impacts
- Different educational material, easy to understand for the target market
- Carrying education with an interesting storyline using characters, character, characters and backgrounds

Weaknes (W)

- The number of illustration book designs with similar interactive media
- The value of appreciation for illustration books in the country is decreasing
- The visual works of illustration books from abroad are of higher quality by considering the maximum work results
- Lack of public interest in reading Lack of interest in buying books because the prices are quite expensive

Oportunity (O)

- Lack of public understanding about the problem of body shaming
- Using interactive media that is attractive to increase children's reading interest
- The educational material is published using the narrative plot of a story so that it is not boring
- Book design for education with pictorial display.
- Megisi emptiness of educational books for children with visuals and interactive media in Indonesia

Threat (T)

- Today's society prefers digital media as a source of information, Illustration books from abroad have a more attractive visual quality

RESULTS AND DISCUSSION

The design of interactive illustrated books targeting elementary school children, parents and teachers is based on research that currently schools and the environment around everyday have started to provide character development education for children from an early age which is strategic and has an important role in laying the foundation- the basis for the formation of a complete children's foundation. Age selection is also based on the fact that the faster the treatment, the better. So it is the right time to lay down moral foundations in socializing, especially the actions of body shaming, many of which do not yet understand the impact it will have as an effort to avoid unexpected cases resulting from body shaming.

The strategy obtained from the above analysis as an educational effort about body shaming behavior is to design interactive books based on stories that are familiar with children's lives as a medium in teaching good behavior attitudes to prevent body shaming in children. Through children's stories, it will be easier to capture the values of the messages conveyed. Books that are made must also be made more attractive so that children do not get bored easily. Education is inserted in the narrative storyline in the form of important points in the form of simple sentences that are easily understood by elementary school children which can build children's awareness about body shaming.

Target audience

- a. Demographics
Age: 7-12 years
Education: elementary school.
Gender: male and female
- b. Geographical : Indonesia
- c. Psychographics
Today's children are mostly bored when reading books, therefore books are designed with various interactive media to attract children's attention, they are more interested in interacting directly with books so that education about body shaming can be understood and applied in daily life. day.
- d. Behaviorist
The behavior of children who have more interest in reading when books are created with various interactive media.

Creative Strategy

The purpose of designing this interactive illustrated book as an education about body shaming is for children and as a guide for parents to guide their children. Know how to respond to body shaming so that you realize that it is a criminal act that can damage morals and must be eliminated. Minimizing the negative impact of body shaming behavior. Children can absorb new knowledge from books by applying positive things in everyday life. The book is made in a cartoon visual style by adding interactive media so as to increase children's interest in reading the book and interacting through pictures and messages contained in illustrated images.

Verbal Concepts

Based on the data that has been obtained with the aim of the verbal concept, it can be obtained the concept of a title that is in accordance with the contents of the book, using language that is easily digested by elementary school children. The concept of the title is taken from the entire contents of the story which describes the injustice of a child in facing his daily life at school, namely body shaming treatment. Therefore, the title that represents the content of the story and can attract readers from the book is then chosen the title, namely "Salahkah Aku Berbeda".

The selection of the story message material that is raised is adjusted to the portion of elementary school children, using simple, light and easy to understand sentences. quotes are packaged using interactive media that has been selected, namely, pull tabs, lift the flap, and peek a boo.

Visual Concept

The process of designing an illustration image is done digitally using Adobe Illustrator CC software.

Color

Referring to visual concepts and verbal concepts, books targeted at elementary school children use colors that can give the impression of being cheerful, funny, natural and elementary school children, namely bright primary colors on the main object and pastels on several backgrounds, thus providing space. To distinguish the main object and the background, these colors include red, blue, yellow, white, black and secondary colors as well as derived colors from combining primary and secondary colors to form dark and light colors, to give the impression of space and light.

Typography

a. Title Font

The font has sufficient thickness for the needs of a book title, is a handwriting font that has a cheerful, cute and childish character, according to the target audience of children. The font used is "Little Zombie"

b. Narration Text

Fonts Narrative font or body text uses another handwriting font that is easier for children to read, has a cheerful, cute and childish character but is simpler, namely "Itim".

Character Design

After determining the style and character of the real human form obtained from the data, then a simplified sketch of a cartoon character is made to form a semi-finished form and then colored. The following is the process that is passed in character creation:

Support media

The design of Supporting Media aims to promote the main media using several media, both online and offline, as well as additional motivation, as well as additional information needed to complement the main media in the form, packaging, product information, and how to use it as a supporting tool for educational assistance through interactive books that will be used by children, as well as assistance provided by teachers and parents to their children.

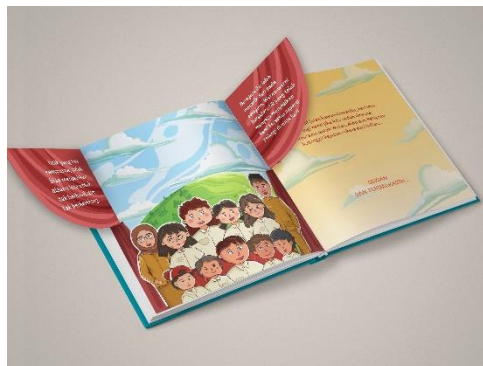
Final Result

This interactive book to educate elementary school children, entitled "Salahkah Aku Berbeda", carries the daily stories of a 6th grader and classmates. The book contains about 50 to 60 pages with interactive media in the form of quotes that are contained in the pull tab, lift the flap, and peek a

boo. The goal is to attract reading interest, add to children's lessons, educational messages that are written in stories that can be applied in real life. The page features an illustration set in an elementary school, with the character Wulan being the victim of bodily humiliation committed by classmates.



Picture 1: Salahkah Aku Berbeda Book cover



Picture 2: One of the Interactive Application Pages

CONCLUSIONS

With this book, it is hoped that it can educate the public from an early age about body shaming. Interactive illustration books are a solution as a guide for parents to guide their children in knowing how to respond to body shaming so that they are aware that this is a verbal crime that can damage morale and must be eliminated and minimize the negative impact of body shaming. Children can absorb new knowledge from books by applying positive things in everyday life.

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