

SIJELLO' TO MAMPU LEGEND'S PICTURE STORYBOOK DESIGN TO TEACH ETHICS FOR CHILDREN

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Abstract: In Bone Regency, South of Sulawesi, there is a historical site called Goa Mampu. There is a legend about the origin of Goa Mampu called "Sijello' to Mampu". Overall, this legend contained decisive messages about the attitude of responsibility towards our ownself words.

Children are still categorized in the phase of learning. This condition can be used to teach children about good ethics. Using the message contained in the legend of "Sijello' to Mampu", can teach the children about good ethics.

The method that uses in the picture storybook is the design method that was developed by Bruce Archer, where the problem issue will lead to the acquisition of appropriate data, then the analysis of the data is to get the right solution. The techniques that use to obtain all data are observation, interviews, and document data. Using these techniques, then the data obtained is analyzed using the 5W+1H analysis method (What, Where, Who, When, Why, and How).

The design strategy that uses in the picture storybook of Sijello' to Mampu legend is to use a picture storybook as the media that dominate by colorful illustrations rather than the text. The design uses cartoon-style illustrations that seem funny and cute. The colors in the picture books have a warm and soft atmosphere with primary and secondary colors. The language for the story is also simpler to make children easily understand the story. This language is also needed to be accompanied by using handwriting typography with sans serif typefaces for easy to read.

Keywords: Picture Storybook, Sijello' to Mampu Legend, Good Ethics, Children.

INTRODUCTION

In Bone Regency, South Sulawesi, Indonesia, there is a historical place called Goa Mampu. Inside these historical sites, there are various stones that look like humans, animals, and things that can describe a village. These stones are believed to have an origin story called the legend of Sijello 'To Mampu. The word "Sijello 'To Mampu" itself comes from Bugis language which is in Indonesian means pointing to one another people of Mampu Village.

The story of Sijello 'To Mampu legend is about a village where their people are emotional and like to point at people when they are angry. One day the daughter of the village chief who was famous for her beauty dropped a part of her loom. The princess then asked for some help and promised something to whoever could take the tool. Then, a dog figure appeared and helped the princess. After receiving the dog's help, the princess did not keep her promise and ended up in anger. The village chief's daughter argued with the dog while pointing at him.

Because of this, the dog cursed the daughter of the village chief and all people of Mampu Village to stone.

The legend of Sijello 'To Mampu has a strong moral message that teaches about the ethics of being responsible. Based on the story, we need to be responsible for our own words that come out of ourselves, and should not lie about them. This message teaches anyone about how good ethics can be followed and otherwise. Realizing this, the legend can have a lot of good impacts on society, especially for children. The childhood phase is where they begin to learn and absorb various information around them. And from this story, they can learn about what is the wrong ethic in taking responsibility for our own words.

Children at the learning stage will learn and follow everything they feel through their senses. Based on Pupung Puspa A. (2012: 45), according to one of the experts, children's moral development is related to children's cognitive aspects [1]. So, children's morale actually can be built by cognitive learning. Children in the learning stage are suitable to become the target audience for the design of the legend book Sijello 'To Able.

Picture storybooks are a medium of entertainment and learning for children that are generally available at schools and home. There are many advantages of picture books, such as helping children focus on reading, not requiring high technology or additional devices to be accessed, protecting children's eyes health from radiation caused by technology, and much more. The Ministry of Education and Culture in Indonesia released that the reading interest of the Indonesian people in 2018 has entered a moderate level, which is above 50 percent [7]. Based on this data, it can be said that picture storybooks can still attract children's attention.

According to Nirwan Ahmad Arsuka, an initiator of Pustaka Bergerak, said that if children are given some suitable books, they will be happy to read them. This was proven when Pustaka Bergerak activists were still trying to find children to read books in 2016 [8]. Based on this information, the picture book needs to be interesting and suitable for children. Children usually love colorful and illustrated things. The depiction of traditional characters that looks unique in the book can attract children's attention and can optimize children's right brain function. The folk stories will be digested and then will be developed by the children into their imagination in their minds, that's when the right side of the brain works.

Therefore, the Picture Storybook Design about Sijello' To Mampu Legend can be an effective medium that is used to attract children's attention as an effort to instill good ethics from its moral messages. This will help children become generations that are good ethically and in character. Also, children can also preserve Indonesian culture, in Bone Regency, South Sulawesi.

METHOD

A. Model and Procedure of Design

Designing is an activity that requires stages or steps as part of the process. In this case, the design model means to guide the process. The design model is a step for how a design work to produce a suitable product. The model and procedure used in this design is a design model developed by Bruce Archer (2004: 98) [6]. This design method consists of 3 phases with 6 stages, those are the Analytical Phase which consists of the programming stage, data collection, analysis, then the Creative Phase which consists of synthesis, development stage, and the Executive Phase which consists of the communication stage.

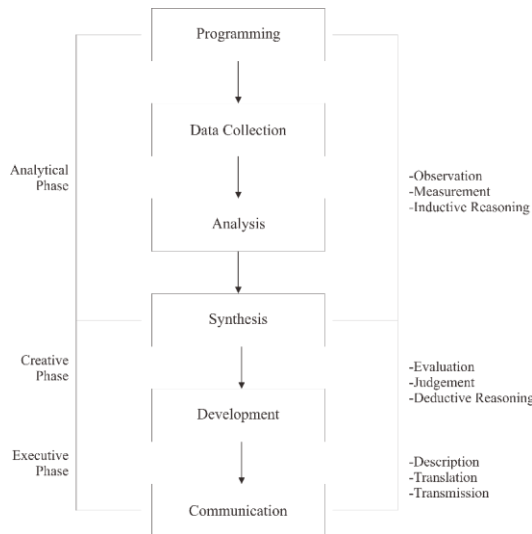


Figure 1. Design Model and Procedure Detail, Developed by Bruce Archer (2004)

The searching technique for data in the Analytical Phase uses observation, interview, and documentation techniques. The observation took place at large and small bookstores in Malang, Kediri, and Makassar. The main purpose of the observations is to aim of finding out whether there was a legend book of Sijello 'To Mampu or not. The observation actually also to observe and see how the children's picture books are scattered in the market. Interviews were conducted with two people, first is a former elementary school teacher, Agung Priyo Adi Widodo, and the second is one of the people of Bone Regency who is active in the field of culture world, Ahmad Mardani. Ahmad Mardani is also the author who rewrote the Legend of Sijello 'To Mampu. Overall, the interview is intended to know and explore about children and the legend of Sijello 'To Mampu. Then, the last is the documentation technique which aims to find data about the legend of Sijello 'To Mampu.

B. Analysis of 5W+1H (What, Where, Who, When, Why, and How)

Using the 5W + 1H analysis (What, Where, Who, When, Why, and How) can help in understanding and assessing the content of the final product as the realization of the problem solution. The elements in the 5W + 1H method will assist in analyzing the problem issues and the media content in detail. In the picture storybook design, this method indirectly focuses the analysis on the main media and the direct or indirect message from the book.

FINDINGS AND DISCUSSION

Adults and children are very different. Children are in the learning phase, tend to start learning, and absorb various information around them. The results of their learning will later affect their cognitive. Therefore, children at this time need to know about ethics. The way to teach it can use the legend of Sijello' To Mampu which teaches responsibility. This is one of the efforts to instill good ethics of responsibility to children.

The legendary story of Sijello' To Mampu be applied to picture storybook as the media, especially for children. The use of this media is to be an easy way to teach about how good ethics should be done, and what should not be done. By using the media, which are dominated by illustrations, can attract children's attention. Modern illustrations with bright colors are also the basis for designing the picture storybook, so the book can be suitable for the children. Then,

to help the children to read and understand the stories easily, the language needs to be simple with the use of simple typography too (not stiff).

A. Target Audience

The primary target audience of the picture storybook design of Sijello' To Mampu legend is girls and boys in 7-12 years old. Generally, this age group is classified as children who are currently attending elementary school. The primary target audience is focused on children who live in urban areas, like to read, and are interested in visual matters.

The secondary target audience is the target market of the legend of Sijello 'To Mampu picture storybook design. There are two secondary target audiences, they are parents of the children of the primary target audience. Then, teachers and elementary school employee who work directly around the children. Children are still under adult supervision so the one who facilitating them is their parents and adults around them (school).

B. Visual Concept

1) Illustration Style

Ilustrasi adalah gambar hasil visualisasi dari suatu tujuan. Tujuan ilustrasi sebagai penghias atau dekorasi untuk mendukung dalam membantu proses pemahaman terhadap suatu kalimat atau sebuah naskah. Ilustrasi pada perancangan ini, diaplikasikan pada keseluruhan buku cerita bergambar, mulai dari cover, bagian preliminaries, hingga isi dari buku.

Illustration of the design in the picture storybook of Sijello' To Mampu legend uses a cartoon style. The cartoon style is a type of illustration that shows the main object in an entertaining and funny appearance. Cartoon-type illustrations do not depict objects realistically but the object is modified so that they do not look realistic. The cartoon style in this design creates a simple look of illustration, so it involves the basic shape as the main shape both on the character and the elements around it (background).

The illustration technique used for the design is the computer graphic technique by computer software. The illustration technique used in the design of the picture storybook of Sijello 'To Mampu legend produces vector-based illustrations. Then, the addition of shading can form a detailed and illusory view of the object in the illustration. Even though the illustration is made simple, the elements of reality need to be included as a detailed image. The use of shading in designing is part of computer graphics techniques that produce freehand (manual) based images. Shading in the design uses a brush technique, so the resulting image is freehand based. The use of brushes is carried out with technological intermediaries, but using manual techniques. There are variations of brushes in the design software to create distinctive patterns according to the type.

2) Colors

The design of the picture storybook of Sijello 'To Mampu legend uses natural colors for the background, such as green, brown, yellow, orange, and others. Different from the background, the color of the characters is based on the distinctive colors of the Bugis culture. One of the characteristics of traditional Bugis clothes is the color is bright and striking following the primary and secondary colors. For traditional Bugis clothes, the colors that are often used are black, red, blue, green, orange, and yellow. Overall, the purpose of using this color is to build a bright, soft, and warm impression for the picture storybook. The bright impression is adapted to the target audience of the design. Meanwhile, the impression of soft and warm is to illustrate the setting of the legend.



Figure 2. Background Palette Colors (2020)

3) Typography

The main type of font used in the design of the picture storybook of Sijello 'To Mampu legend is sans serif. Adi Kusrianto said that children who are just learning to read, have to use standard sans serif letters (2010: 90) [5]. Sans serif typography is a typeface that does not have a line (hook) at the end of the letter. This makes the letter look simple and uncomplicated. Meanwhile, for the cover of the book to attract attention, decorative fonts can be used. Decorative typography is letters that are created with their characteristics.

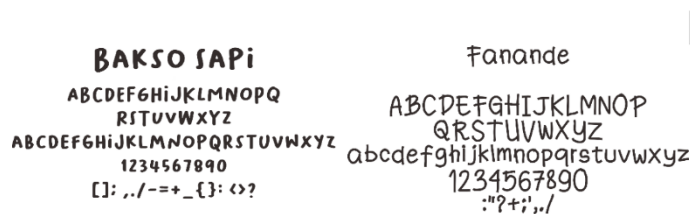


Figure 3. "Bakso Sapi" Font and "Fanande" Font (2020)

The cover of the book uses a font called "Bakso Sapi". Bakso Sapi font is a handwriting creation. The Bakso Sapi font has no hooks, rounded tips, and has bold volume. The fonts seem funny (cute), cheerful, and not stiff. Then, the story text contents of the book use Fanande font. This font is included in the sans serif type typography because it has no hooks. However, this letter is also included in decorative letters, because it is also the handwriting creation. The Fanande font has rounded edges and normal volume. This font has a playful feel, is not stiff and uncomplicated.

4) Layout

There are two layout views used in the design, it's called the single-page view and the spread-page view. The single-page view is one full illustration that is loaded on only one page. Meanwhile, the spread-page view is where one illustration is divided into two pages, so that there is one full illustration depicting one scene (incident) on two pages. The placement of the story text is adjusted in the empty space available in the illustration. This causes erratic text layout on each page.

C. Verbal Concept

The design uses writing as a communication technique. The title in the design uses the name of the legend itself, that is Sijello 'To Mampu. Then, the contents of the book use simple and short language. This is to suit the children as the target audience. The story plan contains 52 pages, with 31 story scenes, and 2 pages in the form of an opening and closing. The opening page contains a word of warning regarding the legend of Sijello 'To Mampu. Meanwhile, the closing page contains the moral messages that can be learned from the legends. Then at the back of the book, there is a synopsis of the story, which is persuasive in nature and contains a brief introduction to the legend.

D. Media Concept

The main media is a picture book of Sijello 'To Mampu legend, which is 54 pages thick and measures 18 centimeters x 22 centimeters. The contents of the book are printed in full color using AP 150 paper. Then the cover is a full-color hardcover.

Supporting media is additional media that aims as part of a strategy to attract the attention of the target audience and target market. The offline supporting media used in the design are book packaging, bookmarks, coloring books, stickers, key chains, spunbond bags, and x-banners. The online supporting media used are Instagram and Facebook, and website banners.

E. Characters

There are five main characters based on the legend story of Sijello 'To Mampu. The characters are designed by looking at references that related to the story, such as the people of Bone Regency and the Bugis Tribe before and today, Bugis traditional clothes, and others. The characters use basic shapes as a basis. The body proportions of the characters use normal human proportions, but the cartoon style makes the proportions look modified. Here are the details of the characters,

- 1) Daughter of the Mampu Village Head (Princess): Long wavy hair, round face, sharp eyes, white skin, wearing green and blue colored Bugis traditional clothes (Bodo Clothes).
- 2) The Dog: Made with reference to a husky dog, looks like a monster dog (human-like body), brownish-gray or beige fur.
- 3) Deity (Goddess): hairless, wearing a white shirt and turban.
- 4) Mampu Village Head (Father of the Princess): Thick and slightly long hair, wearing red and gold Bugis traditional clothes, carrying a weapon on his belt, firm eyes (pointed eyebrows).
- 5) Wife of the Mampu Village Head (Mother of the Princess): Hair in a bun, using an orange Bugis traditional clothes (Bodo clothes), round face, round eyes, not sharp eyebrows.

The following is a picture of one of the character designs,

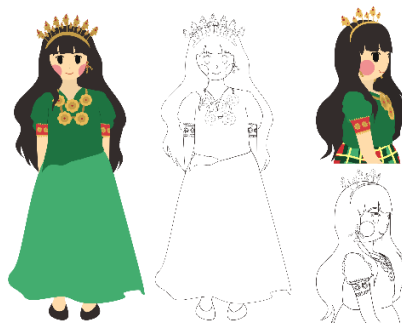


Figure 4. Outline and Coloring of Princess Character (2020)

F. Picture Storybook Design Visual

The main media of this design is the picture storybook of Sijello' To Mampu legend. The picture storybook only uses three-quarters of the overall structure, its cover, preliminary, and

chapter. Then, in making illustrations there are three steps or phases, its sketching, outline and coloring, and shading.

In the below is the cover result, some of the page of the design starting from sketches, outline and coloring, to shading,



Figure 6. Main Media Mock-up (2020)



Figure 7. Page 12-13 Sketch (2020)



Figure 8. Page 12-13 (2020)



Figure 9. Book Coloring, Supporting Media (2020)

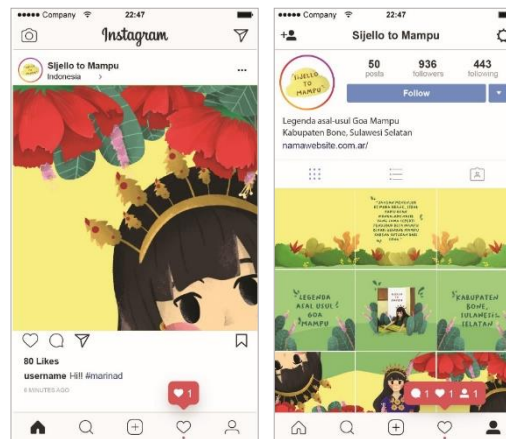


Figure 20. Online Supporting Media, Instagram (2020)

CONCLUSION

The legend in Bone Regency, South Sulawesi, which is called Sijello 'To Mampu, has a straight lesson about being responsible for our own words. Thus, the words or promises that have been expressed need to be maintained. The lesson contained in this legend is suitable for disciplinary development, especially for children in the 7-12 years age group who are in elementary school (SD).

One of the right and interesting media as a medium for learning ethics is a picture storybook. In an effort to get children interested in picture storybooks, the book design is made suitable for children. The design used in the picture storybook Sijello 'To Mampu involves cheerful things with unrealistic illustrations, such as cartoons that seem funny and cute. The colors in the book have a warm and soft atmosphere to illustrate the legendary setting. The language used is also simpler so that it is easily understood by children. This also needs to be accompanied by the use of simple (not complicated) typography.

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