

CHAPTER II

LITERATURE REVIEW

2.1. Design

Design is a creativity to plan and design something that is generally functional and does not exist before by making some aspects such as concepts, data analysis, project planning, etc. Wiyancoko (2010) defines design as anything related to the concept creation, data analysis, project planning, drawing/rendering, cost calculation, prototyping, frame testing, and test riding. What is meant by design is a framework of forms, motifs, and patterns, which are implemented on an object (Choirul Amin, 2019). It can be concluded that design is a creativity to plan and design something that is generally functional and does not exist before by making concepts, data analysis, project planning, drawing or rendering, cost calculation, prototyping, frame testing, and test riding in order to solve a particular problem, so it has more value and becomes more useful for its users.

2.1.1. Visual Communication Design

Visual communication design is a medium. In a book entitled *Print Media* (R. Masri Sareb Putra, 2007) The word media here means a way of communication to the people, or an intermediary that brings one person to another, so that communication can occur. According to Tinarbuko (2008), visual communication design is a science that learns the concept of communication and expression of creative power, which is applied in various visual communication media by managing graphic design elements consisting of images (illustration), letters, colors, compositions, and layouts. All of them are done to display the message visually, audio and audio visually to the target. Visual communication design is one part of applied art that learns about planning and designing various forms of visual communion information. The journey of creativity begins from finding visual communication problems, finding verbal, and visual data,

putting together creative concepts based on the characteristics of the target, to determining the final visualization of the design to support the achievement of a functional, persuasive, artistic, aesthetic, aesthetic, and communicative visual verbal communication.

2.2. The Basic Function of Visual Communication Design

In its development over several centuries, visual communication design according to Cenadi (1999) there are 3 basic functions in visual communication design, namely:

- The design of visual communication as identification is a means of identification, that is, it can say about who that person is, or where it comes from. Likewise with an object or product, if it has an identity, it will be able to reflect the quality of the product and be easily recognized by both producers and consumers.
- Visual communication design as a means of information and instruction, which aims to show the relationship between one thing and another in directions, positions, and scales, for example maps, diagrams, symbols and directions. Information will be useful if it is communicated to the right person, time and place, and in a form that is understandable, and can be presented logically and consistently.
- Visual communication design as a means of presentation and promotion, namely to convey messages, get attention visually, and make the message memorable, for example poster, animation, and any illustration, etc. The use of pictures and words that is needed is only a little, has meaning and impresses (Kusuma, 2013). Generally, to achieve this goal, the images and words used are persuasive and interesting, because the final goal is to sell a product or service.

2.3. Visual Communication Design As A Promotional Media

Promotion is an effort made to convey information about the products or services offered. There are two types of promotional media which related to visual

communication design, they are print and electronic media. Promotion through print media, for example, such as brochures, posters and banners. However, some forms of print media today can be accessed online using the internet. Meanwhile, promotion through electronic media, namely television and the internet. According to (Suyanto, 2019) that Visual Communication Design is defined as an art and communication that is used by business and industrial needs. These skills can include advertising and selling products, creating visual identities for institutions, products and companies. As well as a graphic environment, information design, and visually complement the message in the publication. The scope of this Visual Communication includes advertising graphic design, animation, multimedia, industrial graphic design (promotion), and media graphic design like books, newspapers, magazines, and others such as companies branding, catalogs, book covers, and comics.

2.3.1. Comic

According to Scott McCloud (2002, p. 9), comics are a group of images to convey information or to see the beauty of its response. All the story text in the comic is neatly arranged and intertwined between images (visual characters) and words (verbal characters). Images in comics are defined as static images stacked in series and interconnected between images and other images to form a story. Meanwhile, according to Sudjana and Rifai (2011), comics can be used in comic form as educational material. Comics can be used as educational material, because they can simplify the teaching and learning process, improve student learning, and generate interest in student assessment.

Based on the experts discussed above, from various opinions about comics, stories can be explained in the form of a collection of comic images, and text explanations are used to describe stories which certainly have a good purpose for entertainment, source of information, and promotion.

2.3.2. Digital Comic (E – Comic)

Comics are divided into two, namely printed comics and online / e - comics. Printed comics have a real physical form, so you can read while holding the physical form. Meanwhile, e - comics can be accessed easily via cellphone, so they can be read at any time. E - comics can be obtained easily because the manufacturing process is faster. The definition of digital comics according to (Lamb & Johnson, 2009) is a simple comic that is presented in certain electronic media. Thus, it can be said that e - comics are a form of pictorial stories with certain characters presenting information or messages through electronic media. And this e – comic comic made by using an application, namely Autosketch Deskbook, made in a single frame and full colors, also in PDF.