CHAPTER II
LITERATURE REVIEW

2.1 Designing

According to Nurhayati (2004 in Istiqoma, 2012) design is a process of organizing the elements of line, shape, size, texture, color, sound, light, aromas and other design elements to nurture the work.

According to the great Indonesian Language Dictionary (2008 in Sunarna 2010), designing is an initial idea, pattern, order planning framework forms a building, the building's motif, pattern, the pattern of building. While according to Sachari (2005 in Istiqoma, 2012), design is an outline, plan, such as in the art activities, the building, the idea of the machine that will be made.

Based on the statements above, the writer concludes that design is a pattern of planning frameworks made in the form of a picture that has many elements to create a masterpiece.

2.1.1 The points how to design

According to caradesain.com there are some points to design such as:

a) The Grid

The grid is built upon the framework arrangement of lines with vertical and horizontal position. The grid is used as a tool to compose or arrange the objects in the image space so the images look more presentable and nice.

b) Color

Color is one of the most important elements in designing because color can speak through the image or design work. For example designing storybook that the targets are children aged 10 years, so the appropriate colors for this age is bright colors.

c) Font

The font is an icon that is used to select the letter. In designing storybook the font that used is formal font, it purpose to make the reader easy to read the text.

d) Layout

Layout is the arrangement of writings and pictures. The main purpose of the layout is displaying images and text elements to be communicative to make the readers easier to get the information.

e) . Highlights

A highlight is the lighting, the dwarf in the withdrawal line or coloring to generate particular light effects.

f) Negative space

Negative space is the empty space which there is not pictures or texts. In making the design leftover enough space, too much picture and text will make the layout design to be crowded so that the message becomes less effective.

g) Illustrations/sketches

Illustration is the result of writing in the form of painting, drawing, photography or other visual arts techniques. The function of illustration to animate a story, illustration also serves giving shadows on every character in a story.

h) Icon

The icon is something that want to show to the readers such as the title of the storybook. Icon must be simple, easy to understand, and universal. Icon used to let people understand the message or thing at represent, not to distract the reader.

i) Simple technique

Technique is a way that use to making something. In designing using simple technique is more beautiful than using 3d graphics or ornaments that have nothing to do with the topic.

2.1.2 Visual Media

According to Miarso (2004 in Pratama, 2013) learning media is everything that is used to transmit messages and can stimulate the mind, feelings, attentions, and the willingness of the study so that it could encourage the occurrence of the learning process. There are many types of learning media such as audio media, audio visual media and assorted multi media. Audio media serve to transmit audio messages from the source to the recipients. Audio media is closely related to the senses of hearing. The examples of audio media such as radios, tape recorders, phones, language laboratory, etc. Audio visual media is media that is able to display the sound and picture. Assorted Multimedia is a media that is adapted to the potential in an area, in the vicinity of a school or in other locations or in the community which can be utilized as a medium of teaching. Examples of assorted multimedia such as board, three-dimensional media, reality, and the learning resource in the community. One of them is visual media; visual media is learning media such as chart, diagram, poster, comic, and cartoon.

According to Herry (2007 in Pratama, 2013) visual media is media that can only be seen by using the sense of sight. Visual media is media that can provide the stimulus-visual stimuli such as images/photos, sketches, diagrams, charts, graphs, cartoons, posters, bulletin boards, and more.

Based on the description about visual media, it can be concluded that visual media is media that can only be seen by using the sense of sight that can stimulate thought.

There are some visual aspects that support the design such as the colors, illustration or style of the character images, layouts, etc.

a.   Color

According to Purbasari (2000 in Lupita, 2011) color is an effective communications tool to reveal a message and idea without using language or writing. The notion of colors, either in the form of harmony, the view, the pattern and its origins become a very important part to the knowledge of the artists, architects and designers in work.

Characteristics of color:

1. Yellow is the color that indicates warm and calm, it usually creates the impression of cheerfulness.

2. Blue is the color that provide peace and coolness. Blue is also often identical with a feeling of melancholy.

3. Red is the colors raise the spirit, enthusiasm and energy.

4. Green is the color that illustrated nature. Green gives the impression of peaceful and cool.

5. Amber is color that impression of cheerful and joyful.

6. Purple is the color symbolize the impression of wealth and pride.

7. Gray is color that seem polite and understated, it symbolizes for wisdom and   prudence.

8. Black is color which symbolizes darkness, evil and mystery. But Black also symbolizes the impression of firm and elegant.

b. Illustration

Illustration is a visualization of an article with the technique of drawing, painting, photography, or other which emphasizes the relationship of the subject with writing rather than form. The purpose of illustration is to explain or decorate a story, writing, poetry, or other written information. Expected with a visual aid, the text is easier to digest and also purposes to clarify the writing or texts such as newspaper, articles or other media respresentatif.

Illustration is a painting or drawing that has a function to clarify or embellish something, it appears visually in the form of individual, both in full color or black and white, always arouse curiosity, touching human feelings, inviting opinions and debate and sometimes bring up the action or measure. (Robert Ross, Illustration Today).In the learning process, illustration is the interesting pasrt to learn through pictures, according to the results of Seth Spaulding's result (Sudjan, 2012) concludes the picture illustration as follows:

a) Picture illustration as a interesting device that can attract students' learning interest.

b) Picture illustration helps students to read and remember the contents of material.

c) Generally, children are more like half or full-page pictorial with some clear instructions.

d) Illustration of the image must be linked with real life, so that the interest of students to be effective

e) Picture illustration should be in a good arranged.

Classification of Illustration

1. Based On Technique Used

Based on technique used there are some steps to make illustration such as manual drawing, kalase and 3D. Manual drawing is making illustration with hand drawing techniques. Kalase is making illustration by using the method of piling some images   either by using glue or digital. 3D is a technique making illustration by using 3D programs.

2. Based On Pictures Material

Based on pictures material there are fashion, nature, food, people and lettering. Fashion is illustration that contains of fashion and trends as a main idea. Nature is visualization of the surrounding natural scenery and animals and other living. Food is visualization of culinary. People is visualization of a person and other famous figures. Lettering is illustration contains words or phrase that described to express the purpose of illustration.

3. Based On Making Purpose

In making some illustration there are some purposes such as for educational, conceptual, storyboard. Educational purpose is like science. It can be simplification of the object, drawing techniques, or mapping. Conceptual purposes is illustrations that made to convey the idea to the concept of sphere of life. Storyboard is made to explain the storyboard on creative industries.

4. Based On The Visualization Styles

Based On The Visualization Styles there are some styles such as pop, realistic, cartoon, graphic and children. Pop is visualization style that using pop style. Realistic is illustration that made almost like the original object and the results of the camera. Cartoon is illustration using caricatures or cartoon style. Graphic is illustration using shapes and block colors. Children is illustration that using children as the main object.

c. Layout

A good illustration layout should have the power of visual (vocal point) to attract attention, there must be a plot to guide eyes follow the composition without losing the points and meaning. Elements in the layout are as follows:

1) Contrast

2) Balance

3) Proportion

2.2 Folklore

Folklore is an oral tradition inherited hereditarity in public life, such as the fairy tales of Sangkuriang, Kancil, and Si Kabayan and so on. Folklore is usually shaped speech that serves as the media disclosure of the behavior of life values inherent in the life of the community. In literature, Indonesia folklore is one form of oral folklore.

Definition of folklore as a whole according to Danandjaya (2007 in Fauzy, 2013) folklore is the part of a collective culture that spread and inherited hereditary among any sort of collective, traditionally in a different version, either in the form of oral or example that accompanied the motion and gesture or memories device.

So it can be concluded, folklore is the story that grows and develops in a society with tradition of different versions.

2.2.1 The Characteristics of Folklore

Folklore is a form of oral literature born and evolved from a traditional society that is relatively fixed propagated between specific collective from quite a long time with the use of the word cliche. Folklore has the following characteristics such as:

1. Deployment, is usually done orally, by saying a word spread through the said word of mouth (or with an example that accompanied the movement

cues and helper reminder) from one generation to the next. Now, however, the spread of folklore can be found with the help of printing machines and electronics.

2. Traditional in nature, which is propagated in the form of relatively fixed or in the standard form. Disseminated among certain collective in quite a long time (at least two generations).

3. Exist, exist in versions even different variants, because of the way its spread by word of mouth (oral), usually rather than through recordings or prints, so that by the process of forgetting the human self or the process of interpolation appeared on these variants.

4. Anonymous, the name of the creator is no longer known.

5. Typically has the formula and patterned.

6. Have usability (function) in life together a collective. Story for example people has usability as an educational tool, solace, social protest and pent-up desire projection.

7. Has its own logic, which is not in accordance with the general logic. Identifying mark is especially true for oral and folklore most oral.

8. Oral belong together (collective) of certain collective.

9. In general are innocent and naive, so often seemingly abusive, too spontaneous. This is understandable when considering that much folklore is a projection of the most honest human manifestation.

2.2.2 Various Folklores

1) A fable, a folklore character that the culprit in the form of an animal, and the animal can behave like human beings. For example, a clever Kancil and the cunning wolf story.

2) A legend, a story that describes the origins of the occurrence of a place, for example, the story of the origins of Banyuwangi, the origin of the Lake Toba, and formation of Tangkuban Perahu. Relic in Central Java is famous with the story "new Klinting"

3) Myth is a story in which the gods or sacred nature and stories full of mystical for example, the story of Nyi Roro Kidul, the goddess, and the saga of the Boma.

4) Sage, a story which contains elements of a history, for example, Damarwulan, Blue Fang, and Rara Jonggrang.

5) Epic, a story of heroism, for example, the Ramayana and the Mahabharata.

6) Funny story, a story that tells about the stupidity or something funny, for example the story of Mr. Moron, a pack of Locusts, and the story Si Kabayan.

2.3 Kids

According to Mansur (2005), early childhood is a group of children who are in the process of growth and development that is unique. They have a pattern growth and development of the specialized according to the growth rates and its development. Children have a different interest in reading a story book, usually kids read story books that corresponding with their age and also the proper reading materials with their age.

a. Preschool Age

Kids of the age between 3-5 years old are very sensitive and start learning something new. At this age, kids need love and attention. Kids are very sensitive

and easily offended, like imitating other kids and adults. Kids are very fond of stories of occurrence per minute. Kids at this age like books that rhythmic, poetic, and many repetitions. Kids love to hear tik-tak-tik-tuk shoes or light rain. Books illustrated by the situation is a familiar story about kids or animals are always popular A writer should be noticed, that the use of sound and repetition do not replace a good wording also serves the motion (action) that can be understood and written in words and simple sentences.

b. School Age

Kids of the age between 6-10 years old are often excited about going to school and their new responsibilities. Their parents are still the most important persons in their lives. With school-age kids, it is important to set limits and let kids know what is expected of them. Kids in this stage are very enjoyable. They know more people and have more friends. During the early years of school, children are always curious and imaginative, very active and tiredless. Good stories revolved around familiar issues with kids of a certain age. Figures must be tasted live and act and speak like human beings. The author uses the representations to help young readers saw the look of the figure, and understand why they behave like in that story.The tension increased when readers began to wonder what will happen next. A series of events laid out carefully towards the climax will cause the story keeps moving. By the time a kid is finished reading, child felt satisfied because already know how boys or girls in the story completing their problems.

School age kids really like fantasy but they always want to know if the story is true. It is not easy for a kid to distinguish real ones with fantasy. Therefore, a writer should be careful in explaining the differences. It cannot be explained what should have known a kid later on, when it's increasing age. Kids at the age it liked the story that inspires fifth their senses. The author's attempt to make the reader see or hear something in the story they read.

2. 4 Storybook for kids

According to Puryanto (2008 in Rokhmansyah, 2014) kids' story is to contain the theme that educates, the plot is straight and uncomplicated, using settings that are around or in the child's world, characters and characterizations containing imitation of the good, the style of the language easily understood but was able to develop the children language, the viewpoint of the right, and imagination is still within reach of children.

According to Hunt (in Witakania 2008) defines kids' story as reading books that are specifically suited to satisfy a group of members who are now called the children. So the kids' story books that are intentionally written to be read by kids. The contents of the book should be in accordance with the interests and the world of kids, according to the degree of emotional and intellectual development of kids, so as to satisfy them.

2.4.1 The important books and stories for kids.

According to Jackie (2013) story book for kids is important because:

1. Sitting down with a book provides children with a time for quiet and calmness in their busy lives.
2. Stories can stimulate imagination and play.
3. Reading provides parents with more opportunities to bond with their children.
4. Stories provoke curiosity and discussion.
5. Books provides inspiration, thought and reflection.
6. Picture books help readers to develop an appreciation for art and writing.
7. Reading a variety of books exposes children to a wide range of language features and vocabulary.
8. Listening to stories assists in the development of literacy skills and language development.

9. Exposure to books contributes to the understanding of print concepts (eg. left to right, top to bottom).

10. Books and stories fill a child's mind with knowledge.

2.4.2 Criteria storybook for Kids

According to Mukhlason 2014 there are some criteria of story books for children such as:

a. Packaging materials and Books

The packaging should pay attention to book format, font, color variation, paper size, and a wealth of pictures. In this case, the format of the book should be able to provide special effects from the visual impression of the shape of the whole book. For example, using paper shines. For the form of the book using a horizontal rectangular shape with a customized size. As for the size and shape of the letter should not be too small, but also not too big, so as not to complicate the kids while reading it.

b. The Illustration

In the illustration, it should be able to make the story more life so that raises a good harmony. The picture should not be served full in layout because it will interfere with the perception of the child. In making illustration or images for kids it is better to not contain the elements of "SARA".

c. The language used

The language used should have characterized using simple language, with consideration of the ability of structure and grammar as well as in terms of the reception of the kid.

d. Characters of Story

Characters in story book should be good which reveal protagonist and draw the characters like the real one. Avoid books that reveal character/antagonist

in stories that encourage kids to laugh and enjoy the message of the main character who does not comply with the limits of ethics or free of punishment/rules because it can make the kid imitates the behavior of the character.