

CHAPTER II

LITERATURE REVIEW

2.1 Children's Storybook

Children's storybook is a story that contains educational themes; the plot is straight and not complicated; using settings that are around or in the child's world; contains about good characters and characterizations; the style of language is easy to understand but is able to develop children's language; and the perspective of right people, and imagination are still within reach of children (Puryanto:2008). Meanwhile, Sarumpaet (2003) mentions that children's story is a story written for children and talk about the child's life that affects children and the story can only be enjoyed by children with the help and guidance of adults. But according to Lukens (2003), children storybook is story that tells about animals, humans, and their environment. From experts' opinion above, the writer concluded that children's storybook is story that has themes, characters and moral values to educate; that it is easily understood by children; it makes the imagination grow; it can tell about humans' life and the environment; and also the story can make the children interested in enjoying the story with the help and guidance of adults.

Ezell and Justice (2005) said the benefit of reading storybook for children is emphasizes the active involvement and engagement of both the child and adult in a shared interaction focusing on book's words, pictures, and the story. While, according to Beck, McKeown and Kucan (2002) found that reading storybook exposes children to vocabulary not used in everyday conversations and that children's familiar with word and grammar permits them to discuss concepts better within decontextualized context.

According to Jackie (2013) storybook for children is important because :

1. Sitting down with a book provides children with a time for quite and calmness in their busy lives.
2. Story 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 understanding of print concept, for example left to right, top to bottom.
10. Books and stories fill a child's mind with knowledge.

According to Mukhlason (2014), there are some criteria of storybook for children, such as :

a. Packaging materials and books

The packaging should pay attention to book format, font, color variation, paper size, and 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 also not to complicate the children 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 children it is better not to 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 perception of the children.

d. Character of the story

Characters in storybook should be good which reveal protagonist and draw the characters like the real one. Avoid books that reveal character/antagonist in stories that encourage children 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 children imitates the behavior of the character.

Meanwhile, based on Serumpeat (2003) elements for children story are:

a. Theme

Theme of story is the hidden meaning. Theme of story include moral or message of the story. Theme for children's story must be a necessary and good for them and able to translate the truth. The important things need to consider, that the themes do not defeat groove and the characters. Of course, a good written book would deliver a moral message, but also have to tell you about something from where the messages were flowing. That way theme subtly conveyed to children. So, if trying to convey moral values to children theme must be arranged in the material powerful stories. So it can make children build a sense of good or bad without being indoctrined.

b. Character

Character is a "player" of a story. People who can be described as a good friend, character identification, or even become parents while for the reader. Events will be not be attractive to children, if the figures depicted in the story they do not like. The important thing to understand about character is characterizations related with the author's way to help the reader to know the character. It can be seen from physically depiction of character and personality. Another aspect is the development of character. Developments figures refers to change good or bad character life in the stories.

c. Background

Background of time and place in children's storybook should be easy to be understood by the children because the children are getting confused to imagine the story about past and future.

d. Style of Language

How the author tells the writing that's called style. Aspects that are used to study the style of fictional story is the choice of words include long or short, regular or not, boring or exciting. The words that are used must be appropriate with the story because we know that the choice of words cause certain effects such as trouble sentences. Sentences in children's stories should be simple and straightforward.

e. Plot

Plot determines an interesting story or not, and the important thing in plot is conflict. Conflicts could cause a person to cry, laugh, get angry, get happy, get annoyed when reading a story. Plot of children's story is usually designed chronologically and connected with particular period. Another plot that is used is flashback. Flashback plot is used to inform something happened before.

f. Message

Children's storybook should contain a good moral message such as compassion, caring, honesty, fortitude, patience, and trust. So it can establish character and personality of the children.

Beside that, there are many kinds of children's storybook (Cech:2011), they were:

1. Picture Books

These stories concentrate more on the illustration than on the text. The text of the story compliments the artwork rather than the pictures adding to the story.

2. Rhythmic Books

These books usually rhyme or have amusical component. popular examples of these books are Green Eggs and Ham, and The Cat in the Hat by Dr. Seuss. This genre also includes nursery rhymes and lullabies.

3. Fairytale

Princes fighting to princess dominate this genre. These stories have a magical component and it is more detailed way of explaining the world.

4. Fantasy

Fantasy stories are predominantly magical in nature but also comment greatly through this lens on contemporary life. Often an intense struggle of good versus evil occurs.

5. First books

Nowadays, children are introduced to stories even before they are born. Public libraries run programs here caregivers bring their infants to the library and they are taught how to read to them. Books made out of board, cloth and plastic all make up this category, and their stories introduce babies to the basic outline of our world.

6. Concept books

Concepts ranging from getting dressed to sharing are covered in these stories. The example book made on this site is a concept book about the season of spring.

7. Issue books

A new trend in children's books are the introduction of controversial issues facing society today. Examples of topics include divorce, abuse, sexuality and war. Debate surrounds whether or not children should be exposed to these at young age.

8. Folktale

Folktale such as these have been passed down through generations and oral traditions for centuries. Myths are often paired with folktale and these stories specifically attempt to explain different aspects of life. The goal of these stories re to pass down knowledge to younger generations.

2.2 Folktale

Folktale is the expression of the culture of a society through speech language directly related to various aspects of culture and social values of the community composition (Hutomo, 1991). Meanwhile, according to Danandjaya (2007), folktale is the part of 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. Folktale is an oral tradition inherited hereditarily in public life, such as the folktale of Sangkuriang, Kancil, Si Kabayan, etc. Folktale 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 folktale is one form of oral folktale (Bunanta:1998).

So it can be concluded, the folktale is a story that grows and develops in a society with tradition of different versions. This folktale is a trust which is believed by society that the story is a real happening.

According to Mustakim (2008). Types of folktale are grouped on the content of the story and on the characters of the story. Which is divided into:

1. Fable

Fable is a story whose character is an animal that is a symbol of human behavior. The story usually has a very explicit moral teachings and simple language, and in accordance with the development of children's language.

2. Legend

Legend is a story about what happened somewhere or something that is considered the place names have a meaning for human life.

3. Mite

Mite is the kind of story that the characters are considered sacred.

4. Sage

Sage, is a folktale that tells the history of the success of the characters.

While Bascom (in Danandjaja, 1984) divides the folktale into three as below:

1. Myth

Myth is a folktale that is considered really happened and considered sacred by the owner of the story. The myth is envisioned by gods or half-gods. Events happen in another world or in a world that is not as we know it today and happened in the past.

2. Legend

Legend is a story by author is real happen. As well as the human figures who have extraordinary properties.

3. Fairytale

Fairytale is a folktale that is considered not really happening, it is imaginary and it is not bound by time nor where the characters are people, animals, and spirits.

2.3 Children

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 storybook, usually children read storybooks that corresponding with their age and also the proper reading materials with their age.

Meanwhile, according to Dewi (2012), based on the uniqueness in the level of growth and development of children is divided into 2 types, preschool age (3-5 years old) and school age (6-12 years old). In this report, the subject of the writer are children aged 10-12 years old.

There are some characteristics of children (Dewi,2012). They are :

a. Having a great curiosity

Children are very curious ages about the things around them. Children also love to ask question with their simple language.

b. Having unique personal

Every children have special things about themselves in talent and interested, learning style, and so on. The uniqueness origin from genetic factors and the environment.

c. Having interest about fantasy and imagination

Fantasy is an ability to response a new thing. Imagination is an ability of children to create a new object.

d. Having potential learning period

Educators need to provide a good stimulation to make it simply overlooked and fill it with a things can optimize the development of the child.

e. Being a part of social creature

Children begin to hang out and play with friens. They start to learn, to share, willing to wait their turn, and they can budge with their friends. Through social interaction, children start to learn anything in order to keep it accepted by surrounding environment. This case, the children started to study their action social environment because the began to feel need other people for their live.

2.4 Design

Helfand (2014) mentions that graphic design as a complex combination of words and images, figures and graphics, photographs and illustrations that require the special thought of an individual who can combine these elements, so they can produce something special, very useful , Surprising or subversive or something memorable. While, according to Sihombing (2009), graphic design is employs various elements such as markers, symbols, verbal descriptions visualized through typography and images either with photography techniques or illustrations. These elements are applied in two functions, as visual devices and communication devices.

From the experts' opinion above, the writer conclude that graphic design is a form of painting (picture) applied that gives freedom to the designer to select, create, or adjust the way elements such as illustrations, photographs, text, and lines on a surface in order to be produced and communicated as A message.

According to Vasile (2016), There are six elements of a design which you need to be aware of: the line, the shape, the color, the texture, the value and the space.

1. The line

The line is usually present in every design, even if it is a solid border of 1px or a dotted one of 5px. Every website has lines, but the minimalistic style which became more popular in the past couple of years tries to erase the lines from the layouts, or at least to decrease the use of them.

The lines can be long, red, straight, thin, blue, dashed, short, black or curved, they are all into the same category. They are most of the time used for delimitation between different sections of a design, or are used to direct a viewer's vision in a specific direction.

The lines can create different effects and visual impact. While a thick, bold line draws attention because of its visual power, the thin lines tend to go the other way. The color has an impact too, dark colors are easier to see and draw more attention than light or pale colors.

And this is not all. The style of a line can also influence the way the user sees it. This style can easily be defined through CSS and can be solid, dotted and dashed among others. The solid lines have a different impact than the dotted ones, because they are more imposing.

The minimalistic style about earlier uses either less solid lines or more curved lines, because they give a dynamic and fluid look to a design, which is also the purpose of the style. They indicate energy, keep the user interested and, if combined with illustration, are very powerful to the human eye.

Many years ago solid lines were very popular because they determined the style of the design: rigid, solid and organized. The web changed in the past years and this style is not very popular anymore, especially for designers' portfolios and other pages with a strong need of a personal touch.

2. The shape

The shape, or the form, is the second most used element of a web design. They are actually lines combined in different shapes. The forms are still popular and this is because if there is something that needs to stand out, forms are one of the ways to do it.

There can be circles, squares, rectangles, triangles or any other abstract shape; most of the designs include at least one of these. Minimalistic designs use it a lot, because they are often based on illustrations and drawings. The old style of designing websites included shapes too, so they remained popular throughout the time and will probably continue being like that.

Like lines, shapes are also associated by the human mind with different movements. For example, circles are associated with movement and nature, while squares are often seen as structured, basic designs. Just like with the lines, the color, style, background or texture of a shape can totally change the viewer's perception.

3. Textures

The textures were not very popular a couple of years ago, but they tend to become more and more used. They replaced (or compete with, if we can call it a competition) the single-colored backgrounds. Textures can look similar to solid background colors, but if they are analyzed closer, small but effective differences can be noticed.

Texture styles include paper, stone, concrete, brick, fabric and natural elements, among flat or smooth colors. Textures can also be subtle or pronounced and can be used sparingly or liberally. They work with pretty much everything. Even if they do not seem important, the textures can totally change a website and offer a totally different visual impact.

4. Color

The color may even be the most important element of a design, because it offers the most powerful visual impact at a single glance. Color is obvious and does not need basic graphic skills to be noticed.

While lines and shapes mean the same thing as in the reality, only at a little more profound level, the color means exactly the same thing as in the nature. Color creates emotions – red is passionate, blue is calm, green is natural. Even if you don't realize this, colors have a clear effect on your mind.

Studies have been done and a person who lives in a red environment has a higher heartbeat and pulse than a person living in a blue environment. The human brain sees this and influences the rest of the body.

Therefore color theory is very important to know, because not many designers can call themselves experts in this field. Being a master of colors might make the difference between a good design and a stunning one. Feed Fever uses different colors for text, trying to emphasize the importance of each line with a different nuance.

5. Value

Value is more general and represents how dark or light a design is. Value has a lot to do with mood too, only at a more profound level. Understanding colors will take you close to perfection, but knowing how value works will take you beyond this. Lighter designs offer a different impact and feeling than the dark ones and you need an expert eye to notice differences and decide which one is the best.

6. Space

The space and how it is used is crucially important in design. Lately the “white space” (also called negative space) became used widely because it allows the human eye to read easier. For whoever is not familiar with the term “white space”, it does not mean precisely space filled with white, but every area of the design which is only filled with the background color.

If there is a lot of negative space in your web design, it offers light and an open feeling. The lack of white space will turn your design into an old-fashioned, cluttered one. The space has also a lot to do with how the design is perceived by the human eye.

The color is maybe the most important element of a design, the space is definitely present in the top, because it is also very easy to notice by the untrained eye. It can turn a design to your advantage and get the best out of your layout.

2.5 Moral Value

2.5.1 Moral

According to Stenberg (1994), morality refers to concern with what is good or right in people’s relationships each other. A key to understanding morality is to be specific about definition of good (or bad) and right (or wrong). A morality contains (1) beliefs about the nature of the man, (2) belief about ideals, about what

is good or desirable or worthy or pursuit for its own sake, (3) rules laying down what ought to be done and (4) motives that incline us to choose the right or the wrong course. We learn as children that we should be unselfish, that we should not tell lies (Paul Edwards: 1967).

According to Carol K. Sigelman (1995: 330), the term moral implies an ability they are (1) to distinguish right from wrong, (2) to act on this distinction, and (3) to experience pride when one does the right thing and guilt or shame when one does not.

2.5.2 Value

The term “values” may suggest that judgments of right and wrong, lofty and base, just and unjust, and more personal preferences, that things are useful as individuals happen to value them (Benninga: 1991). Value is something that interests us, something that we look for, something that pleases, something that is loved, and in short value is something good. Value has good connotation (Bertens: 2000: 139).