

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 , pettern, 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 un 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 plan of concept or idea made into a form of picture that has many elements to create a new pattern.

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

a) **The Grid**

The gird 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 10-12 years, so the appropriate colors for this age is bright colours.

c) **Font**

The font is an icon that is used to select the letter. In designing storybook the font that used is formal font, its 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) Illustration /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 design using simple technique is more beautiful than using 3d graphics or ornaments that have nothing to do with the topic.

2.2 Children Book Story

Children's storybook is a story about actions, experiences, occurrences directed to the children containing a simple story but complex and communicative and also contain moral values for the children. Children's story is to contain themes that educate, the child's world, contain about good characters and characterizations, the style of language is easy to understand but is able to develop children's language, the perspective of right people, and imagination are still within reach of children (Puryanto,2008). According to Nurgiyanto (2005) children story is story about children where the children are subject that focus of attention. Based on Lukens (2003) children story is story that tells about animals, humans, and their environment .

Subyantoro (2007) says that there are types of story according to the origin of story, there are content, writing form, function, and material. Based on the content children story come from traditional literature, modern fantasy, reality fiction, historical fiction, and poetry. Based on the writing form there are picture books, comics, illustration books, and novels. Based on function , book for beginners called concept book, participation books, and toybooks.

Kinds of the stories are myths, legends, and fairytales. Story divided into modern fantasy, fiction reality, and contemporary realistic fiction. Modern fantasy is the story written by author. This story is about fairytales that taking elements of folklore, scientific fantasy, or other fantasy stories about robot or animals. Reality fiction contains about adventure, detective, mystery or humor, etc. Last realistic fiction contains about divorce, death, sex, drug, and so on.

Based on Cech (2011) kinds of storybooks for children :

1. Picture Books

These stories concentrate more on the illustrations 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 a musical 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. Folklore

Tales such as these have been passed down through generations and oral traditions for centuries. Tomie dePaola, an author-illustrator, frequently uses folklore to create stories for children. Myths are often paired with folklore, and these stories specifically attempt to explain different aspects of life. The goal of these stories is to pass down knowledge to younger generations.

4. Fairytales

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

5. 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.

6. First Books

Nowadays children are introduced to stories even before they are born. Public libraries run programs where caregivers bring their infants to the library and 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.

7. 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.

8. 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 a young age.

Illustrations of books :

- Watercolor
- Sketches
- Line drawing
- Photographs

Meanwhile Serumpaet (2003) mentions the elements of children story are:

1. Theme

Theme a 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 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 indoctrinated.

2. 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 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 characters. It can be seen from physically depiction of character and personality. Another aspect is the development of character. Developments figures refers to the change good or bad character life in the stories.

3. Background

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

4. Style of Language

How the author tells the writing that's called style. Aspects that are used to study the style of a 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 stories should be simple and straightforward.

5. 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' 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.

6. Message

Children' book story 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.

2.3 Folklore

Folklore is an oral tradition inherited 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 (Bunanta, 1998).

Defintion 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.

The following are the various kinds of folklore :

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 Roro 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 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 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.

a. Preschool Age

Kids of the age between 3-5 years old are very sensitive and start learning something new. At this age, children need love and attention. Children are very sensitive and easily offended, like imitating other children and adults. Children are very fond of stories of occurrence per minute. Children at this age like books that rhythmic, poetic and many repetitions. Children love to hear tik-tak-tik-tuk shoes or light rain. Books illustrated by the situation is a familiar story about children 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

Children of the age between 6-12 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 children, it is important to set limits and let children know what is expected of them. Children 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 tiredness. Good stories revolved around familiar issues with children 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 child is finished reading, child felt satisfied because already know how boys or girls in the story completing their problems.

School age children really like fantasy but they always want to know if the story is true. It is not easy for a child 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 child later on, when it is increasing age. Children 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 Moral

According to Chaplin (2006) moral is a character in accordance with social rules, or with respect to the law or customs that regulate behavior. While Suseno (1998) claims that Moral refers to a measure of the merits of a person, both as individuals and as citizens. Therefore, Hurlock (1990) states that moral manners, habits and

customs rules of conduct which becomes the habit for the members of a culture. In conclusion, Moral is a lesson that related with skill to decide right and wrong behaviour that accepted by citizen.