

## CHAPTER II

### LITERATURE REVIEW

#### **2.1 Definition of Design**

According to Evans and Thomas (as cited in Nisa, 2016), design is a visual language that is built on fundamental principles and elements to create order and visual interest. Meanwhile, based on Karmila (2010), the term of design has been spread around since 1548, in Latin language design came from word *designare*, in France *de-signare* meaning to mark, mark out more at design.

Based on the definitions above it can be concluded that the design is a basic design, or iterative process involving many activities. which became the initial stage in realizing an application or idea, where the manufacture or design thinking about various considerations and calculations include aspects of aesthetic and other functions with the intention that objects or ideas are designed in accordance with the needs.

#### **2.2 Designing Story Book**

In designing story book, there are some important points that must be used by designer in order to make the picture and the text of story book interesting.

According to Supriyono (2010), there are some points in designing the story such as:

1. 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 composite or arrange the objects in the image space so the image look more presentable and nice.

2. Color

Color is one of the most important elements in designing because color can speak through the image or design work.

### 3. Font

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

### 4. Layout

Layout is arrangement of writing and picture. The main purpose of the layout is displaying image and text elements to be communicative to make the reader easier to get the information

### 5. Highlight

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

### 6. Negative Space

Negative space is the empty space which there are not picture or text. 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.

### 7. Illustration / sketches

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

### 8. Icon

The icon is a something that wants to show to the readers such as the title of the story book. Icon must be simple and easy to understand and universal.

### 9. Simple technique

Techniques is a way that uses to make something. Designing uses simple technique is more beautiful than using 3D graphics that have nothing to do with the topic.

### **2.3 Children's Story Book**

According Puryanto (2008), Children story contains themes that educates, the plot is straight and not complicated, uses setting that is around or in the children's world, contains good characters and characterization, 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.

Based on statement above, the writer concludes that children's story book is a story about action, experiences, occurrences directed to the children containing a simple story but complex and communicative and also contain moral values for the children

### **2.4 Criteria of Story Book for Children**

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

1. Packaging of 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. The form of the book uses 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.

2. 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 not to contain the elements of "SARA" (Tribe, Religion, Race and Intergroup)

3. 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.

#### 4. 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.

### **2.5 The Elements of Children's Storybook**

The good children's storybook should have some elements to make the story is interesting and easy to be understood by children. Based on Sarumpaet (2003) elements of children's storybook there are:

#### 1. Theme

Theme for the children's story should be 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 character. A good written book would deliver a moral message and tell about something from where the message are flowing.

#### 2. Character

Character is a player of the story. People can be describe as a good friend, character identification, or even become parents while for the reader. 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 development of character. Development figure refers to the change good or bad character life in the story.

#### 3. Background

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

#### 4. Style of Language

Aspects that are used to study the style of fictional story is the choice of word include long or short, regular or not, boring or exciting. The words that are used should be appropriate with the story because the choice of words causes certain effect such as trouble sentences. Sentences in children's storybook should be simple and straight forward.

#### 5. Plot

Plot determines the story is it interesting or not, and the important thing in plot is conflict. Conflicts could 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 is used is flashback. Flashback plot is used to inform something happened before.

#### 6. Message

Children's of 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.

### **2.6 Folktale**

Based on Danandjaja (as cited in Sutriati, 2012) the folktale is a 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 for example that accompanied the motion and gesture or memorize device.

Meanwhile, according to Mustakim (2008). Types of folktales are grouped on the content of the story and on the character 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 has a very explicit moral teachings and simple

language and in accordance with with the development of children;s language.

2. Legend

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

3. Mite

Mite is a kind of story the character are considered sacred.

4. Sage

Sage is a folktale that tells the history of the success of the character.

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

## **2.7 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 based on the growth rates and its development children have a different interest in reading a book, usually children read books that corresponding with their age and also the proper reading materials with their age.

Meanwhile, according to Dewi (as cited in Kafilah, 2017), based on the uniqueness in the level of growth and development of children is devided 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.

## **2.8 Putri Berias**

Putri berias is a princess from Musirawas, south sumatera. She is a princess from heaven that came to earth. She is beautiful, she had a long hair and she can dance very well. She loves make up and while spelling mantra to make her face brighter than before. She usually spell the mantra when she want to

dance. Everyone loves her and want to marry her. But, day by day she never marry with a man until she come back to the heaven. So everyone only can see her by staring a full moon because her face as bright as full moon.