

CHAPTER II

LITERATURE REVIEW

2.1 Folklore

Folklore is a story that grows and develops in the midst of a community or in a certain area. Folk stories tell stories about the origin of regions, places, things or events outside human life. In every region in the archipelago, there are folklore that need to be preserved. People's stories are really happening with supporting evidence, there are also fictional stories, but trusted by the locals. Nur'aini & Indriyani, (2008:79). In addition, Rasyid et.al (2015:85) state that folklore is a story that develops in a particular area according to the characteristics of local customs in the form of prose.

The followings are the characteristics of folklore given by
Mughnifar (2019):

1. It was passed down from generation to generation (from ancestors to the present).
2. The name of the author is unknown (anonymously).
3. It has many noble values.
4. It is traditional and can be entertaining.
5. Folklore has versions and variations of stories.
6. The plot of the story is expressed in the cliché form.

Rasyid et.al (2015:85) gives three types of folklore, as follows:

1. Myth is a folk tale that is considered truly happening and is considered to be sacred by those who have stories. Myth presents figures of gods or demigods. For example, the story of Nyi Roro Kidul and Greek mythology (Zeus, Hercules, Ares, Aprodite, and so on).
2. Legend is a folk tale that is considered truly happening, but it is not considered sacred. Legends usually tell the origin of a place or object. For example, the Sangkuriang legend and the origin of the name Buleleng.
3. Fairy tales are folktales that do not really happen or are mere imagination. Even fairy tales are not bound by time and place. For example, the fairy tale of the Deer and Crocodile.

2.2 Storybook

Effendy (2013) says that the criteria of a good storybook include, the followings.

- a) The visual appearance of the book is designed using full color display
- b) The visual appearance of the book is more dominant than the text
- c) The type of storybook has a good level of readability for children
- d) The title of the story book represents the entire contents of the story and attracts the interest of children to read further
- e) The appearance of color can give an impression and is easily captured by the child's visual senses.

In designing storybook, mentioned by Supriyono (2010) there are some important points that must be considered by a designer in order to make the picture and the text of storybook interesting. They are the grid, color, font, layout, highlight, negative space, illustration/sketches, icon, and simple technique.

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 storybook the font used is formal font, its purpose is to make the reader easy to read the text.

4. Layout

Layout is arrangemet 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. Line or coloring to generate particular lights effect.

6. Negative Space

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

There are two main components designing a story book with picture including picture and text. The two components certainly have elements that must be considered in making, developing and using them as learning media
(Wulandari, 2017)

1. Picture

In making good pictures, you must pay attention to several condition, as follows:

- a) *Authentic*, the picture must honestly describe the situation as people see the real object.
- b) *Simple*, the composition of the image should be quite clear, showing points in picture.
- c) *Relative size*, picture can enlarge or reduce actual objects. If the picture is about an object that is not yet known or has never been seen by a child, then the child will find it difficult

to imagine the size of the object. To avoid this, the picture should be something that is known to the child so that it helps the child imagine the picture.

- d) *The image should contain movement or action.* A good image does not show objects / objects in silence but shows certain activities.
- e) *A good picture is not necessarily good for achieving learning goals.* Although in terms of quality it is lacking, the child's own picture is often better.
- f) *Not every good picture is good media.* As a good medium, the picture should be good from the point of art and in accordance with the learning objectives to be achieved.

2. Text

There are four elements of media text feasibility (including picture books), among others:

- a) *Components of content*, including conformity with the curriculum, the accuracy of the material, learning support material.
- b) *Language components*, includes the suitability of language usage with the level of child development, the use of communicative language, the use of language fulfills the requirements and demands and the integration of thought lines.
- c) *Components of presentation*, including the techniques of presentation, learning presentation, and completeness of information. Book cover and book design content.

Besides, according to Sarumpaet (2003) the good story book should have several elements to make the story is interesting and easy to be understood by reader the elements include themes, figure, background, language style, flow, and message.

1. Themes

The theme of a story is hidden meaning. The theme includes moral or message / message of the story. The theme for the story must be necessary and good for them. He must be able to translate the truth. The important thing that we need to consider also, that the theme should not beat the plot and characters of the story. Of course a well-written book will convey a moral message, but also must tell about something, from where the message flows. In that way, the theme is conveyed to the child in disguise. So, if the moral value is to be conveyed to the reader, the theme must be arranged in strong story material. Thus, children can build good or bad understanding without feeling indoctrinated.

2. Figure

Figure is the "player" of a story. People who are well described can be friends, identification figures, or even become temporary parents for readers. The event will not appeal to the reader, if they are not loved by the characters described in the story. The important thing in understanding the character is characterization related to the way the writer helps the reader to get to know the character. This can be seen from the physical depiction of the character and personality. Another aspect is the development of characters. The development of a character refers to the good or bad changes that the character lives in the stories.

3. Background

The setting of time and place in the story must be easily understood. The place setting must also be adjusted to the power of thought so that it is easy to understand.

4. Language Style

How the writer tells in writing is what is called style. The aspect used to examine the style in a fiction is the choice of words. Is it long or short, normal or not, boring or exciting. The words used must be right with the story. Because we know that word choice will cause certain effects such as sentence problems. The sentence in the story must be straightforward, not long-winded, and not necessarily use a single sentence. We can use complex sentences as long as they are logical and directly lead to what we want to convey.

5. Flow

In fiction we know that the building that determines or underlies it is a plot. Flow is what determines an interesting story or not. And the important thing about this plot is conflict. Because conflict moves the story. Conflict also can cause someone to cry, laugh, angry, happy, annoyed when reading a story.

6. Message

A story must contain good moral messages such as messages such as affection, caring, honesty, determination, patience, trust so that they will shape the character and personality of the reader.