

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 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.

##### **2.1.1 Elements of a Storybook**

While Sarumpaet (2003) states the good storybook 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.

### **2.2 Designing Storybook**

In designing storybook mentioned by Wulandari (2017) 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

#### **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.

According to 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 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. 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 imagination 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.

### **2.3 Folktale of Putri Ayu Urang Silam**

Folktale of *Putri Ayu Urang Silam* is from Bumi Ayu Temple in PALI Regency. This story tells about a beautiful princess. Her name was *Putri Ayu*. She was always spoiled by her parents. Whatever she wanted, she would definitely get it. She was also good at dancing, singing, writing, and others. Thus, *Putri Ayu* grew into an arrogant person. She demeaned the girls in the village. Then during the harvest party, young people hold a meeting to

celebrate the event. They would dance in pairs - couples. *Putri Ayu* didn't want to dance with a man in the village. She felt they did not deserve to dance with her. The man did not accept what *Putri Ayu* said. So he planned something with the others. At the harvest party, they danced in turns. When it was the time for *Putri Ayu* to dance, she suddenly was stumbled by the rope made by the man. Then, *Putri Ayu* fell. Everyone laughed at her. She felt very angry. She took an oath to everyone there to disappear and be swallowed up by the permission of God. After that, *Putri Ayu* ran to the field. She cried a lot. A thunderstorm came, the land split into a very deep hole. Suddenly *Putri Ayu* fell into the ground. Likewise, with all the houses and temples in the village, all of them fell into the earth. People only heard the sound of hysterical screaming and finally the sound was disappeared. Everything disappeared without a trace. In the morning, the land that had been flat had become a hill. People in PALI know that the temples and houses that are engulfed by the earth are Bumi Ayu Temple.

## **2.4 Preserve**

Preservation involves understanding spiritual, ritual, or cultural perceptions of value for specific objects, and ensuring these values are maintained and respected. Meaning is something assigned to objects of cultural or spiritual significance based on interpretations and perceived values by user populations, a process known as social construction of an object (Barker, 2003)

## **2.5 Culture**

Culture has many definitions, and it affects everything people do in their society because of their ideas, values, attitudes, and normative or expected patterns of behavior. Culture is not genetically inherited, and cannot exist on its own, but is always shared by members of a society (Hall, 1976). According to Tylor (1958) culture or civilization is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man a member of society. Hofstede (1980) defines culture is the collective programming of mind which distinguishes the members of one

group from another, which is passed from generation to generation. It is changing all the time because each generation adds something of its own before passing it on. It is usual that one's culture is taken for granted and assumed to be correct because it is the only one, or at least the first, to be learned.

## **2.6 Culture Preservation**

Jacobus (2006) states that culture preservation is maintain the values of cultural arts, traditional values by developing a dynamic and adjusting the embodiment to situation condition that always change and evolve. According to Pitana (1994) culture preservation can be effective if the cultures still being used and carried out. When the culture is not being utilized any longer at that point the culture itself will be lost by itself. Therefore, it is important to preserve the culture as it will be extinct if there is no action to keep and maintain the culture in South Sumatera.