CHAPTER II
LITERATURE REVIEW

In this chapter, the writer discuss some related theories and literature to the research. They are the definitions, the steps and the elements of designing. It also discusses the explanation of story book, and preserve of the culture.

2.1 Definition of Design

The word "design" is taken from the word "designo" (Italian) which means picture. Design is also taken from the Latin "designare" which means to plan or design. In the world of art, the terms of design is combined with the form of design or idea of sketch, according to Beta (2008).

Design is a creative activity that reflects the diversity of quality and system, like an interconnected circle. In addition, design is a factor that builds innovation activities in humanitarian technology, cultural dynamics, and economic change (International Center for Settlement of Investment Disputes, 1999:53).

In other words, design can be perceived in different ways: as an outcome, as a process, as the purpose of that process, and as the ability (or capability) to reach that purpose (Ravasi,D & Stigliani, 2012:12).

2.2 Story book

According to Wiehardt (2016:42), story is the full sequence of events in a work of fiction as we imagine them to have taken place, in the order in which they would have occurred in life. Moon (2016) defines a story as a particular kind of narrative that produces a particular kind of pleasure in the listener or reader. Mathew (2011) defines a book as the collection of printed pages bound inside a cover (hard or soft).

From those definitions the writer can conclude that a story book is the collection of printed pages which the inside are consist of particular kind of narratives occurred in life.

Breitlink (2005) classified story books into fourteen types. One of them is picture book. According to Elizabeth (2017), a picture book is a book, usually for the children, which has the illustrations that can be important thing in telling the story. Robin (2013) further explains a picture book as a book with illustrations that provides a visual experience to the children. In addition, Lori (2010) defines a picture book as a children's literature which lavish illustrations by giving the cheerful colors in it.

The children who read a story book can follow a character or a series of characters on a journey as they pursue something up and either create or remember or imagine about it. From that, the children must be interested and be easier to remember or imagine through the pictures. The pictures help them to 4 understand the actions or the thoughts that may appear in a story book because it contains many illustrations.

2.2.1 The Elements of Story in Story Book

To write a new story book , the writer should know the elements that are in story book. It can be the things which should be considered when write a story book.

According to Tri (2015) the elements of story are theme, plot, setting, and character. Marzano (2012) claims that elements of story are theme, setting, plot, character and point of view. To sum up, Kosasih (2016:150) state that there are some elements that should be allowed for writing story, they are:

1. Orientation (setting/aim) consists of the information about the background of story or the events and the characters in story.
2. Imporant events (record of events) contains the main event or the events that is arranged as cronological.
3. Reorientation consist of conclusion and eveluation related to the events that had been told before.

2.2.2 Writing Story Book

According to (Kosasih 2016:154) there are some ways to write a story book of, namely:

1. Choose and decided the character, plot and conflict, event and kind of story.
2. Recollect the information related to the character, plot theme, or event. Write the important parts and look at the whole story. In writing story book, the writer must know about the differences character each others, the emotion etc.
3. Write the story based on the information.
4. Use language which is easy to understand by the people and use simple sentence.

2.2.3 The Important Points in Designing Storybook

In designing story book there 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 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 compose or arrange the objects in the image space so the images 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. For example in designing storybook for students around 11 – 14 years old, so the appropriate color for this age is bright color.

3. Font

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

4. Layout

Layout is the arrangement of writings and pictures. The main purpose of the layout is displaying image and text elements to be communicative to make the readers easier to get the information.

5. Highlight

A highlight is the 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 spaces which there are 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.

7. Illustrations/sketches

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

8. Icon

The icon is 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. Icon is used to let people understand the massage or thing at represent, not to distract the reader.

9. Simple technique

Technique is a way that uses to make something. In designing using simple technique is more beautiful than using 3d graphics or ornaments

that have nothing to do with the topic.

2.3 Preserve

Widjaja (1986) states that preservation is the activities which is done frequently, directed, and integrated in order to actualize certain goals that reflect something that is fixed and immutable, dynamic, supple, and selective. Meanwhile, Chaedar (2006) defines preservation as an effort which has a basis, and this basis also said as factors that support whether from inside or outside of the one that is being preserved. In other words, a process or action of preservation knows the strategy or the technique which is based on the needs and the situation respectively.

2.3.1 Culture Preservation

Specifically, the preservation of culture is an effort to maintain the culture to be as it is. Jacobus (2006) states that culture preservation is maintaining the values of art and culture, traditional values by developing the embodiment which is dynamic and adjusting with the situation and condition that always change and evolve. Pitana (1994) in argued that culture preservation can be effective if the culture is still being used and run. When the culture is not being used anymore then the culture itself will be lost by itself. Thus, it is important to preserve the culture as it will be extinct if there is no movement to keep and maintain the culture in South Sumatera.

2.4 Culture

There are some definitions of culture according to some scholars. According to Pratama (2012), culture is values and customs which is acceptable as references to be followed and respected. Culture's definition according to Nayati (2012) is the whole human's life which is integral and contains of various tools and consumer goods, various regulation for communities' life, ideas and human's attainment, beliefs and habits. Furthermore, Vanlentinus (2013) stated that culture is a mean of life which is developed and owned by a group of people and from

generation to generation. It is formed from a lot of complicated elements, including religions and politics system, customs, language, items, clothing, building, and art creation. According to UNESCO (2001) culture divided into two types, tangible and intangible.

2.5 Ogan Komering Ilir Region

Ogan Komering Ilir district or often abbreviated (OKI) is a Regency in South Sumatra Province. It takes its name from Ogan River and the Komering River, which are the two main rivers that in the area. The name *Ilir* means downstream (in other region named Ogan Komering Ulu, *Ulu* means upstream). This region which has an area of 19,023.47 km² and has a population of about 700,000 inhabitants. In 2005 the Regency has 18 districts, consisting of 299 villages.

2.5.1 Social Culture of Ogan Komering Ilir Region

Ogan Komering Ilir Regency is divided into several tribes either indigenous Ogan Komering Ilir or settlers from Java, Bali and Sunda. As for the indigenous population of the Regency of Ogan Komering Ilir consists of: (1) Suku Ogan: natives include the Ogan scattered in the village Sugih Waras, Buluh Cawang, Teleko, most Sirah Pulau Padang, Pampangan, Keman, Pangkalan Lampam, and Tulung Selapan, language Ogan. (2) the tribal Histories: include the native people along the Sungai Komering Histories ranging from Tanjung Lubuk Kayuagung, everyday City to speak Histories. (3) the tribe Kayuagung: include the indigenous population in the city of Kayuagung except Celikah and Tanjung Rancing, most residents of the District of Lempuing and the villages of river waters Mesuji Mesuji in district and Subdistrict Sungai Menang, everyday Kayuagung speaking. (4) the tribe Penesak/Danau: includes native Subdistrict Pedamaran scattered in villages in Kecamatan Pedamaran excludes Well-known residents, speaking Penesak. (5) the tribe: natives include Pegagan in Jejawi, Sirah Pulau Padang, Cape Town and Sub-district Celikah Rancing Kayuagung, Pegagan language. (6) a tribe of Javanese, Sundanese and Balinese: includes population in district Lempuing, Lempuing Jaya, Mesuji, Mesuji, Mesuji prosperous River win, Air

Sugihan, Pedamaran East and most residents in the Gulf Gelam, the language they use is Sundanese or Javanese and for association with the locals using the Indonesian Language.