

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Design**

According to Cambridge Dictionary of American English (2020), design is a plan or specification for the construction of an object or system or the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product, or process. As claimed by Nurhadiat (2003: 21), the design is a plan that someone thinks of to realize an idea formed in the form of an image that is easily understood by everyone interested in understanding it.

From both definitions regarding design above, it can be concluded that the design is a plan that someone thinks as an implementation an activity, or process in the form of image, product, or prototype that is easily understood.

#### **2.2 Storybook**

##### **2.2.1 Definition of Storybook**

According to Wiehardt (2016), the 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. While according to Kamus Besar Bahasa Indonesia (2019), the story is a narrative that unfolds the occurrence of a thing, an essay stating the actions, experiences, or sufferings of people. Next, according to Ingram (as cited in Resmini, 2014) 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 storybook is the collection of printed pages bound inside a cover that contains a full sequence of a story.

##### **2.2.2 The Criteria of a Good Storybook**

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

- a) The visual appearance of the book is designed using a full-colour 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 colour can give an impression and is easily captured by the child's visual senses.

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 a hidden meaning. The theme includes a moral or message of the story. The theme of 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.

### **2. Figure**

The figure is the "player" of a story. The important thing in understanding the character/player 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**

Style is the way the writer tells in writing. The aspect used to examine the style in 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.

### **5. Flow**

Flow or familiarly known as the plot 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 affection, caring, honesty, determination, patience, trust so that they will shape the character and personality of the reader.

## **2.3 Designing a Storybook**

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.

## **2.4 Putri Kembang Dadar**

As stated by Rusdi (2017), *Putri Kembang Dadar* is a daughter of King Sigentar Alam's descendants who lived during the 10th century in Sriwijaya Kingdom. Another name of *Putri Kembang Dadar* is *Putri Bunga Melur*. The name *Putri Kembang Dadar* means a beautiful daughter with long hair, while the additional word *Dadar* is intended because she is powerful.

According to *Cerita Rakyat Putri Kembang Dadar* (2016), Thousands of years ago, there were two kingdoms namely the kingdom of Hulu and the kingdom of Hilir. The two kingdoms were never peaceful. One day, the king of

Hilir was holding a meeting with the royal servants. They wanted to defeat the kingdom of Hulu. Unfortunately, the kingdom of Hulu knew their plan then they arranged a strategy to defeat the kingdom of Hilir. Not so long, the fight between both kingdoms happened and the kingdom of Hilir was defeated. The King of Hilir became angry knowing that the leader of his soldiers died and his head was taken by the soldiers of Hulu.

King of Hilir has a daughter namely *Putri Kembang Dadar*. She was a beautiful princess and was very well known throughout the kingdom. Besides she was beautiful, she was also brave. She asked to go to the kingdom of Hulu and she pretended as a vegetable seller to be closer with the King of Hulu in the crowd. Fortunately, the king stared at her and wants to get *Putri Kembang Dadar* as his empress.

As time goes by, one day *Putri Kembang Dadar* speaks to the soldier of Hilir and let him gives news that she has been an empress in the kingdom of Hulu. But, not until the soldier was in the Kingdom of Hilir, *Putri Kembang Dadar* was already there. She was able to present herself directly without having to use a body like humans normally do. Finally, *Putri Kembang Dadar* can unite the two kingdoms. She offered her body to the Kingdom of Hilir, but on the other hand she remained in the Kingdom of Hulu, so that there was peace.

## **2.5 Culture**

Culture is taken from word Sansekerta may also be called buddhayah, which means that everything that has to do with the intellect and the human's mind. Literally, culture is a way of life that is owned by a group of people who inherited to the next generation. The differences between religions, ethnicities, politics, clothes, songs, languages, buildings, and works of art that will make the establishment of culture. The statement above is supported by Koentjaraningrat (1989,p.186) that a culture is an ideal form of abstract and intangible which is in the human mind that can be ideas, norms, beliefs and so forth. While Taylor (1985: p.332) states that culture is a complex which involve knowledge, beliefs, arts, laws, morals, habits, skills which are obtained by human as a member of

society, so the culture is the result of the human mind in the form of legal, moral customs, art etc. Culture can influence human behaviour in everyday situations. In short, culture is a way of life that is owned by a group of people who inherited to the next generation which was a manifestation of the human mind in the form of knowledge, ideas, laws, norms, beliefs, morals, and customs.

## **2.6 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.

### **2.6.1 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.