

Heritage of East Java: Designing Children Illustration Book for Tourism Awareness

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Abstract— Tourism in Indonesia, especially East Java, has huge potential. For this reason, it needs to be introduced to the wider community. Introduction of tourism can be done early on through learning activities both formal and informal. Therefore, we need media that can be utilized and can be reached by all groups. One alternative media that can be applied is through illustration books. Books are media that can be interesting for children, especially because they are equipped with interesting illustrations. This research method uses descriptive qualitative method to explain the Heritage of Java design process. It is hoped that this book can increase user knowledge of tourism in East Java.

Keywords— *children book, illustration, tourism, east java*

I. INTRODUCTION

East Java is a province in the eastern part of Java Island with an area of about 47,799.75 km² with a population of around 39 million people based on data from the Central Statistics Agency of East Java Province 2018. East Java is bordered by the Java Sea in the North, the Bali Strait in East, Indian Ocean in the South, and Central Java Province in the West. The East Java region also includes several islands such as: Madura Island, Bawean Island, Kangean Island and a number of small islands in the Java Sea (Masalembu Islands), and Indian Ocean (Sempu Island, and Nusa Barung). East Java is known as the center of Eastern Indonesia and has a fairly high economic significance with the number of foreign tourists visiting East Java reaching 239,411. In addition, the tourism sector in East Java contributed 14.85% to the national Gross Domestic Product (Badan Pusat Statistik, 2018) [1].

Administratively, East Java is divided into 29 regions and 9 cities. With an area, East Java stores a wealth of interesting tourism and has the potential to be developed. Ranging from mountain tourism, marine tourism, historical tourism, cultural tourism, religion to culinary tourism. Therefore, the awareness of tourism in East Java needs to be introduced to the community, especially students from an early age. For this reason, a media is

needed to gain tourism awareness in East Java. Besides aiming at learning media, it is hoped that through this media it can foster children's love of tourism in East Java. Illustrated books are artifacts that make it easy for children to understand social values that help them learn within the scope of their understanding (Koss, 2015) [2]. Furthermore, the use of books helps children to interact with their environment including learning in the classroom and increasing self-confidence (Chaudhri & Teale, 2013) [3]. The use of illustrated books or picture books is one of the learning media for children where most children are never separated from the use of books directly and continuously. In a study entitled The Influence of Illustrations on Children's Book Comprehension (Brookshire, 2002) [4] found that from user preferences to illustrated books stated illustrated books that have realistic images, using bright colors and in terms of content equipped with text. In the book "Heritage of East Java" in addition to offering interesting illustrations for children, this book also provides information about facts about tourism that is spread in East Java. It is hoped that this book can increase children's interest in reading and increase children's love for tourism in East Java.

II. METHODS

The theme in this study is tourism industry in East Java which consisted of several region including: Malang, Blitar, Kediri and Trenggalek region. In this study there are two types of data needed by the author in conducting this research, including: Primary Data and Secondary data. Primary data also come from all survey, interview and observation activities. These data are collected to solve the problem that will be examined in this study. Secondary data in the form of documents obtained from the official website of the Dinas Kebudayaan dan Pariwisata, literature books that are relevant to the research topic.

Data collection is done by qualitative methods, where the data obtained from literature review, observations and interviews are converted into a design criterion which

will be implemented on a visual design concept. The following is an explanation of the data collection process:

- 1) Literature review; collect written sources that are printed or digital about information about tourism in East Java, literature that discusses recommendations for tourism destination in East Java.
- 2) Observation; conducting a field study by visiting bookstore in East Java observing the visitors and the characteristics of the user.
- 3) Interview; conduct question and answer and discussion to sources and stakeholders.

Design Process

The application design process is carried out using the "Design Thinking" method (Brown, 2009) [5]. This method is described in several stages, namely:

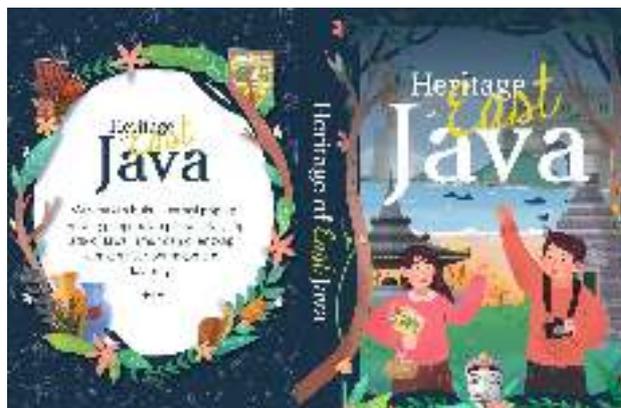
- 1) Empathy
Observing the activities and views of the community of tourism in East Java.
- 2) Define
Define public awareness of tourism in East Java, as well as its relationship with prospective user activities.
- 3) Ideate
Determine media that can solve problems effectively, but also design alternative designs that suit the needs and characteristics of prospective users.
- 4) Prototype
Design a design based on alternatives that have been selected. Design can be in the form of systems, concepts, hierarchies, assets, and prototypes.
- 5) Test
To test the design that has been designed. From this test obtained feedback from prospective users who were tested, the feedback can be used as design suggestions so that the design can be improved and optimized

III. DISCUSSION

The final product produced in this study is the "Heritage of Java" illustrated book is a picture book for children in which there is information and knowledge about a particular region, namely tourist destinations, regional specialties, and landmarks of an area. This book has dimensions of 216 x 279 mm with a thickness of 8 cm. This book uses art paper with a thickness of 260 gr and is equipped with matte lamination with a book weight of around 600 gr.

The visual concept in the design of Heritage of East Java illustration Book, consists of several elements including illustration, color elements, typography, and layout.

Figure 1 Cover Design Heritage of East Java



The message to be conveyed in the book "Heritage of East Java" is information about tourism potential in an area including the landmarks of a city, historical tourism such as the relics of temples, the culture of an area and the special food of an area. The message is packaged in Indonesian using simple word choices so that it is easily understood by users.

Illustration

In the book "Heritage of East Java" using a style of cartoon illustration with semi-realistic with the use of colors that tend to be bright and quite a lot of color schemes. As we often hear the term "less is more" applied in this work. This is true in children's books because simple illustrations are easily recognized and understood. In addition to making it easier for children to understand, simple illustrations can make it easier for children to explore ideas in children's imaginary world.

Figure 2 Illustration Design for Tourism in Malang



Layout

In the children's book illumination using layouts that tend to be informal which tend not to be tied to the grid system. In accordance with the aim that children's books to entertain and educate the hierarchical layout chosen in this work. Hierarchical layouts can unite different elements or create superstructures that oppose organic elements in a single format as applied in illustrated books. hierarchical layout can also be used to bring together the sides of a package or to make new visual arrangements if they are displayed in groups.

Color

Color is a form of nonverbal communication. Color is one important element that has strength and is full of meaning. Psychologically, unconsciously the color can influence the user's attention so that it is continually to recognize something for example a brand, even before the user mentions a certain brand (Opara, 2016) [6]. Tiffany & Co which is identical with blue color or Swisscom which is dominant with the red and blue color. The use of color in the illustration book design uses the dominant blue and green in accordance with the concept of nature. Where the blue and green color is a color suitable for illustration book for children. Psychologically the meaning of blue color is a calm, intelligence, knowledge, and peace. The meaning of green color is nature, youth, and relax.

TABLE I COLOR VALUE

COLOR	C	M	Y	K
	76	50	32	61
	59	18	80	3
	6	13	89	1

Typography

The illustration uses the old style serif typeface. The old style serif typeface has legs at the end of the letter with low contrast between the lines in the letters. While the font used is the Aver font. This letter has a classic character, traditionally in line with the message conveyed in the title "Heritage of East Java" which conveys the cultural richness of an area including landmarks, architecture, cultural arts, and special foods in an area. Sequential scripts are letters that resemble handwriting. On this cover page uses the Widows Elegant Handwriting font on the words "East". The use of script letters aims to give a friendly and friendly impression.

For the content of the book use Helvetica font. The Helvetica font is a sans serif type font where it does not have serifs at each end of the letter. Helvetica fonts are neutral fonts that can be applied to various design projects. This font has the characteristic of low contrast between each line. This font is simple in form or proportion. Helvetica font is a font that is very popular in the design world, for example, applied to the Nestle logo, American Apparel, American Airlines, and so on.

IV. CONCLUSION

Illustration book "Heritage of East Java" is a media that is prepared to introduce to children about the regional culture in East Java Province. In the illustration book "Heritage of East Java" there are visual and textual messages. Textual messages raise the description of information about a particular area. While the visual message provides an exploration of the details of the story so users can capture the atmosphere that arises. It is hoped that the existence of this book can help parents in introducing children to cultural tourism in East Java, the cultural values contained therein and to be able to preserve the regional heritage that is currently rarely heard. In further research, it is expected that children's media in the form of illustrated books can be developed further. It does not stop only with designing two-dimensional books. Technology elements can be applied as examples of Augmented Reality and virtual reality.

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