

DESIGNING “JUNI’S COLOURFUL CLASSROOM”, THE EDUCATIONAL ILLUSTRATED BOOK TO INTRODUCE DIVERSITY TO CHILDREN

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Abstract: Racism has plagued humanity for centuries, persisting despite entering new eras of civilization. In the form of bullying, it remains a threat to students. Research unequivocally demonstrates that race-based bullying in schools is a significant concern today. This type of bullying, fueled by racial differences, detrimentally affects children's well-being and hinders their social and academic development. Thus, the research aims to design an engaging and informative illustration book promoting acceptance and understanding of racial diversity, with the goal of preventing racially motivated bullying. Based on interviews and research, the book is identified as an effective tool against racism that fuels such bullying. The paper comprehensively reviews literature on racism, race-based bullying, and educational interventions, forming a strong theoretical basis for the children's illustration book design. The research methodology involves a message design phase, including interviews with Indonesian Child Protection Commission (KPAI) representatives and experienced illustrators. This step ensures the resulting book's effectiveness for the target audience, children aged 6 to 9. The study emphasizes early education's role in promoting inclusivity, respect, and appreciation for diverse races and ethnicities. The illustration book will feature visually captivating illustration, distinct and diverse characters, and an effective easy-to-follow storyline. This design outcome is anticipated to give children with essential knowledge to address and transform their perspectives and behaviors toward diversity, racism, and the establishment of a harmonious, accepting school environment.

Keywords: racism, raciall motivated bullying, diversity, children’s illustration book, edutainment.

INTRODUCTION

On a planet with a population of eight billion people, it is inevitable that differences between races become an inherent reality. Biological and geographical factors, such as place of residence, culture, ancestry, physical appearance, abilities, and personality, become distinguishing aspects among humans. (Glasgow et al., 2019). Although categorization based on race plays a significant role in shaping human identity and societal development in various countries, this method also gives rise to negative issues and norms, including the problem of racism.

In the context of the journal article *"What is Racism?"*, the concept of racism is defined as a hierarchy of superiority and inferiority that has been formed through political, cultural, and economic factors over the years (Grosfoguel, 2016). Racism has been a chronic issue in the world for centuries; stereotypes and rejection of individuals who are different have detrimental social impacts, creating conflicts, and adversely affecting humanity.

History has recorded various forms of atrocities that were allowed to persist due to racism. While the primary focus is often on social impacts such as hate crimes, genocide, and armed conflicts, the implications for children also require serious attention. The MacPherson Report (1999) defines racial bullying as actions perceived by the victim or others as racism. This encompasses various forms of demeaning treatment, threats, physical attacks, the use of demeaning symbols, the dissemination of derogatory material in school environments, and the promotion of racial behavior. (Macpherson, 1999).

Tolerance for the cruelties stemming from racism has haunted the world for centuries, with its impact on children never being disregarded. Racial bullying in schools has become a serious issue, with long-term detrimental effects on the perpetrators, victims, and the school community. (Whitted & Dupper, 2005).

In American schools, black students experience disproportionately peer-based harassment based on race. The latest data from the US Department of Education's Office for Civil Rights indicates that, though comprising only 15% of the school population, black students constituted 35.5% of those reporting harassment based on race, color, or origin during the 2015-2016 academic year. American Indian and Alaska Native students also experience a similar disproportionality in racial harassment experiences (Department of Education & Office for Civil Rights, 2018).

According to a recent survey by the Angus Reid Institute and the University of British Columbia, 58% of Canadian teenagers have witnessed schoolmates being mocked, bullied, or isolated due to their

race or ethnicity. The report also noted that 14% experienced personal abuse, with minority children three times more likely and Indigenous children twice as likely to experience it compared to white children. This research involved 872 Canadian children aged 12 to 17 and is part of a series of collaborative efforts between the Angus Reid Institute and UBC. (Fletcher Thandi, 2021).

In Indonesia, acts of racism and discrimination are still common. For instance, in 2017, an elementary school student in Pekayongan, East Jakarta, experienced race-based bullying from a fellow classmate. Local police investigated the incident at SDN 16 Pekayongan. Apart from verbal bullying, this third-grade student also suffered physical abuse. Media representations of Papuan people also reinforce racist and discriminatory attitudes towards them. An article titled "The state indoctrinates pupils with racist views of Papuans" revealed that the government uses media such as films, TV shows, and textbooks to spread negative views about Papuan people.

To prevent the recurrence of the negative impacts of racism, it's crucial for the younger generation to understand racial differences and the associated social norms. Education about racism should be provided by parents and also through the education system, with anti-bullying strategies involving all relevant parties. School-level interventions need to transform the overall school culture (Whitted & Dupper, 2005). Education about racism at the elementary level is considered the most effective prevention method, intended to teach that prejudice is unfounded and unacceptable.

Illustrated books can be a valuable tool in teaching the concept of racism to children. Unfortunately, the number of publications conveying this message is still limited. Utilizing illustrated books in communication with children can facilitate their understanding while making the learning process more engaging. Employing illustrated books to teach about prejudice is a suitable way to prevent the development of racially based aggressive behavior.

RESEARCH METHODOLOGY

The method used in this design is qualitative. Sale et al. (2002) note that the method's use is influenced by and reflects a reality-based perspective paradigm. Kasinath (2013) suggests three reasons for employing qualitative methods: the researcher's perspective, research questions, and practical considerations. Qualitative research starts with research queries that shape data collection and analysis. These methods are dynamic, allowing for modifications and replacements during analysis (Srivastava & Thomson, 2009).

According According to Webcrawler, 'educational media' encompasses various types of media that convey educational content, commonly used in teaching and learning. Miarso, cited in (Mustafa & Suryadi, 2022), defines educational media as mediums for communicating information, influencing cognition, emotions, concentration, and motivation to enhance the learning process.

Illustrations, as defined by Mayer (Muharrar, 2003), are images specifically created to complement text, often in books or advertisements, to enhance the impact of the text. In narratives like short stories, illustrations serve as visual representations of specific functions (S. P. Soedarso, 1990).

Merriam-Webster defines a book as a collection of written sheets made from materials like skin, paper, or wood, often accompanied by front and back covers. It consists of written, printed, or blank sheets bound together. A book represents a repository of knowledge derived from curriculum analysis, presented in written format. It is written in clear and engaging language, complete with illustrations and a bibliography.

Lawrence Zeegen's definition of illustration books is that they are sheets of paper bound with covers, and illustrations themselves are drawings created through techniques like drawing, photography, painting, or other fine art methods (Zeegen, 2009).

The Ministry of Education, Culture, Research, and Technology's Guide to Illustrate and Design Children's Book for Professionals (Ghozalli, 2020) distinguishes two types of children's books: storybooks and picture books. While a comprehensive analysis of their differences is lacking, it's important to note that both types incorporate narrative elements and visual representations within their framework.

When creating children's books, focus on color design and a clear focal point (Ghozalli, 2020). Adjusting colors for foreground and background, such as saturation, tone, and shading, affects the final outcome. Thoughtful coloring guides readers' attention, highlighting the narrative's focal point on a page or spread.

Visual communication design involves conveying visual and audio-visual messages from creators to audiences (Soewardikoen, 2019).

Throughout history, people have categorized themselves into groups based on factors like location, culture, ancestry, appearance, personalities, abilities, and races to comprehend human diversity. Whether biological or socially constructed, race has fueled discrimination and superiority (Glasgow et al., 2019). If viewed as a social construct, acknowledging cultural differences becomes essential in understanding past and present racial dynamics, shaping future approaches beyond racism (Glasgow et al., 2019).

DATA AND PROBLEM ANALYSIS

Partners Data

The Indonesian Child Protection Commission, or KPAI, supervises child protection in accordance with Law Number 23 of 2002. This institution was established by the independent Indonesian Child Protection Commission, mandated by Article 74 of the law. It ensures effective oversight and fulfillment of children's rights, with provisions for regional commissions if needed.

Product Data

This interactive storybook addresses racism, educating elementary students aged 6 to 9 about different races, proper interaction, and avoiding harmful behavior. The book presents scenarios with dos and don'ts, conveying messages against racism, alienation, hair-touching, and disrespecting other cultures.

Target Audience Data

The design caters to two main audiences: children aged 6 to 9 as the primary target, and parents or guardians as the secondary audience to support the intended message.

Primary Target

The design is tailored to a specific audience: 6 to 9-year-old children from middle to upper-class families in Bandung, Indonesia. These children attend International or Private Schools, have a good command of English, enjoy reading, are socially interactive, and are aware of their surroundings. The design's main focus is on personality development, particularly among kids in international schools who are exposed to diverse races and cultures.

Secondary Target

The segmentation process involves identifying a specific audience in Indonesia, mainly in Bandung. This audience includes individuals aged 28 to 40, any gender, with at least a high school education and middle-upper class status. Psychographically, they are socially conscious parents aiming to instill respect, environmental mindfulness, and openness to diverse cultures in their children.

Data Result

Interview Data

KPAI Commissionaire

Dian Sasmita, KPAI Commissioner for children's well-being, is an ideal interviewee due to her vocal campaigns and experiences in bullying and children's illustration books. She strongly supports the

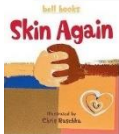
project's objectives. Dian identifies two main contributors to school bullying: parental nurturing and the educational environment. Parental nurturing involves teaching respect, self-worth, sexual health, and boundaries, supported by love and attention. She cites Islamic theory and neuroscience research to emphasize the importance of affection in a child's early years for positive development and empathy.

Victim of Racially Motivated Bullying Interview

Dave Edwards Maurgi Worabai, a Papuan from Sidoarjo, East Java, has experienced widespread racial bullying in Indonesian schools. He encountered racial slurs and insults due to his skin tone and facial features. Microaggressions, stemming from ignorance and biases, led to isolation. He faced derogatory questions and physical intrusion about his Papuan identity. Prejudice was evident when he was shunned by others based on his ethnicity. Even young children exhibited racist behavior, revealing deep-seated stereotypes. Dave emphasizes the need for diversity education in schools to foster understanding in Indonesia's multicultural society.

Data Analysis

Matrix Analysis of Similar Works

Table 3. 1 Matrix Analysis of Similar Works			
Similar Works			
Book Title	Skin Again	Our Diversity Makes Us Stronger	Someone New
Publisher	Little, Brown Booksfor Young Readers	Elizabeth Cole	Charlesbridge
	I'm covered by myskin. It cannotconvey my tale. Open your heart to discover who I am. Race	This children'sbook's hero, Nick, will teach your youngsters thateveryone is uniqueand distinct, which	"I'm New Here" and "Someone New" provide young readers with both

Description	matters, but who we are on the inside matters more. We discover one other's hidden gems by seeing beyond skin. Learning to love those riches and be all we picture ourselves to be free is.	is excellent! Nicky worries that his new reading spectacles may alienate his buddies. He finds diversity's beauty and power by chatting to his friends on the way to school.	"windows" and "mirrors" into the immigrant experience. In "I'm New Here," three immigrants adapt to a new country and school, while "Someone New" shows the same story from the perspective of students welcoming newcomers. These books are diverse, inclusive, and uplifting, offering insights and relatability for all readers.
Book Cover	Hard Cover	Soft Cover	Hard Cover
Number of Pages	40 Pages	30 Pages	32 Pages
Language	English	English	English
	Using abstract- esque style, every pages is	Using cartoon style, every pages is dominated with	Using cartoon style, every pages is

Illustration	dominatedwith illustration asvocal main point	illustration as vocalmain point	dominated with illustration as vocal main point
Colour	Dominated with muted warm colors,simple colours	Very colourful andvibrant, using bothwarm and cool colours	Muted and solid colours, mostly cool colours
Typography	Sans Serif	Sans Serif	Sans Serif and Serif

(Source: Personal Document, 2023)

RESULT AND DISCUSSION

Message Concept

Based on extensive research and analysis of relevant phenomena, the culmination of this study is an educational illustrated book addressing diversity, racism, and the value of acknowledging racial differences within the community. The primary aim is to prevent instances of racially motivated bullying. Tailored for elementary school students aged 6 to 9, the book employs vibrant and captivating illustrations, along with interactive activities, to engage young learners. The core message is encapsulated by key concepts such as being educative, promoting diversity, and fostering interactivity, thereby imparting knowledge, fostering inclusivity, and making learning an enjoyable, personalized experience.

Creative Concept

Illustrative books, known for their vibrant visuals, effectively convey messages to children aged 6 to 9. The chosen medium involves manual creation of colorful illustrations with subtle shades. The book's text will be minimal, focusing on visual depictions and narrative explanations, presenting scenarios with correct and incorrect interpretations. The narrative centers on Juni's experiences with a new classmate during a school day. A sans-serif font enhances readability and appeal for young readers. Interactive pop-up elements are included for heightened engagement.

Media Concept

Main Media

The primary medium would be an illustrated book about racism and racially motivated bullying for children age 6 to 9. The book will include illustrations as well as a few descriptive words. The book's

specifications for design are as follows.

Book Title: "Juni's Colorful Classroom"

Slogan: Enter the Vibrant Diversity of Juni's Colorful Classroom!

Size : 20 x 20 cm

Pages: 20 pages

Supporting Media

The primary medium will be promoted with the help of supplementary media. The supplementary materials that will be utilized are:

Poster

Posters are an effective type of promotion that may be used to publicize the book's release and to draw in potential readers. The book's own visuals, illustrations, text, and layout may all be used in this way to get the word out about the book.

Social Media

Advertisements on social media, and Instagram in particular, can help promote awareness about the book to its intended audience thanks to the platform's advanced algorithm.

X-Banner

The X-Banner is made in order to promote the book and gained people's attention for the book. The banner will be placed in offline bookstores.

Merchandise

Merchandise as a way of promoting the book is able to attract children by giving interesting merchandise such as stickers, keychain, lunch bag, and water bottle.

Visual Concept

Designing the illustration book with a visual concept involves adapting the visual to the intended audience children ages 6 to 9 through the use of images, fonts, colors, and layouts that are appropriate for the subject matter and appeal to the demographic.

Illustration

Illustration used in the book is a flat style cartoon with hand drawn digital painting technique. This choice of style is chosen to fit the demographic target audience, children age 6 to 9



Image 1 Character Design
(Source: behance.net/laisbicudo, 2023)

Typography

Typography used is Sans Serif font as both headline and body because it is fun and easy to read. The headline will have handwritten style font of sans serif to give playful vibes.

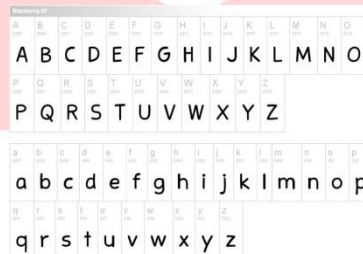


Image 2 Typography - Stanberry Font
(Source: dafont.com, 2023)

Colour

Using bright and contrast colors is good to attract children and get their attention so that the children can easily understand the book. The use of neutral colors as skin colors is also used.



Image 3 Colour
(Source: dafont.com, 2023)

Character Design



Image 4 Character Design

(Source: Kurnianto, 2023)

Book Cover



Image 6 Book Cover
(Source: Kurnianto, 2023)

Main Media Design Result





Image 7 Main Media Design Result
(Sumer: Kurnianto, 2023)

Supporting Media Design Result

Poster



Image 8 Supporting Media
(Sumer: Kurnianto, 2023)

Social Media



Image 9 Supporting Media Social Media
(Source: Kurnianto, 2023)

X-Banner



Image 10 Supporting Media X-Banner
(Source: Kurnianto, 2023)

Merchandise



Image 11 Supporting Media Merchandise
(Source: Kurnianto, 2023)

CONCLUSION AND SUGGESTION

Conducting a comprehensive study involving literature review, interviews with those who've experienced racial bullying, and guidance from a KPAI commissioner, we've embarked on a mission to address this issue. This endeavor has led to the creation of an illustrative book titled "Juni's Colourful Classroom," designed to foster understanding among children aged 6 to 9 entering elementary school about racism and diverse races. The book's foundation is rooted in gathered insights. With the core objective of reducing racially motivated bullying, this engaging resource is enriched with vibrant illustrations, inspiring children to explore the concepts of race and racism while applying their knowledge in everyday situations. This educational tool aims to nurture ethical awareness, empowering readers to combat perpetuated racist ideologies and stereotypes, promoting positive change for future generations.

Building upon research findings, data analysis, and the structured design of the Final Project as a children's illustrated book, the author offers proactive recommendations for advancing research in developing impactful educational tools to enhance children's understanding of race and racism. These suggestions advocate crafting educational media focused on these subjects using innovative concepts, serving as instructive resources to address sensitive topics and contribute to curbing racially motivated bullying. Furthermore, it's proposed to expand the target audience, encompassing not only young children but also older students, for a wider scope of awareness. Collaboration with child psychology professionals is also advised to explore effective strategies for educating children about complex matters. This collaborative effort involves comprehensive research and consultation, aiming to pinpoint the most successful approaches for conveying intricate subjects.

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