

## INFORMATIVE BOOK ILLUSTRATION DESIGN RELATED TO THE USE OF SOCIAL MEDIA AS EDUCATION FOR CHILDREN

### ***DESAIN ILUSTRASI BUKU INFORMATIF TERKAIT PENGGUNAAN MEDIA SOSIAL SEBAGAI EDUKASI UNTUK ANAK-ANAK***

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**Abstract :** This design aims to create an illustrated book that highlights the use of Social Media, as well as educating children on understanding Social Media. This understanding of Social Media needs to be done in order to empower young readers with the knowledge and critical thinking skills necessary to engage with social media safely and responsibly. With the use of social media among children, the development influenced by social media will also shape the child's character and personality. The tendency of young children to be captivated by digital media is quite powerful, causing them to focus on the rapidly changing features of digital media, including videos, sounds, and other interactive features. The final results of this design have shown that illustrated books can be the answer to the problems of using Social Media. By fostering a balanced and informed approach to social media use, this educational tool encourages children to learn what's wrong and what's right. Younger generation with the digital literacy skills needed to thrive in a technology-driven world while safeguarding their well-being in the online realm.

**Keywords:** social media, book illustration, educative, children

**Abstrak :** Desain ini bertujuan untuk membuat buku bergambar yang menyoroti penggunaan Media Sosial, serta mendidik anak-anak untuk memahami Media Sosial. Pemahaman tentang Media Sosial ini perlu dilakukan agar pembaca muda memiliki pengetahuan dan keterampilan berpikir kritis yang diperlukan untuk berinteraksi dengan media sosial secara aman dan bertanggung jawab. Dengan penggunaan media sosial di kalangan anak-anak, perkembangan yang dipengaruhi oleh media sosial juga akan membentuk karakter dan kepribadian anak. Kecenderungan anak-anak kecil untuk terpesona oleh media digital cukup kuat, menyebabkan mereka fokus pada fitur-fitur media digital yang cepat berubah, termasuk video, suara, dan fitur interaktif. Hasil akhir dari desain ini menunjukkan bahwa buku bergambar dapat menjadi jawaban atas masalah penggunaan Media Sosial. Dengan mendorong pendekatan yang seimbang dan terinformasi terhadap penggunaan media sosial, alat pendidikan ini mengajarkan anak-anak untuk memahami apa yang salah dan apa yang benar. Generasi muda dengan keterampilan literasi digital yang diperlukan untuk berkembang di dunia yang didorong oleh teknologi sambil menjaga kesejahteraan mereka di ranah online.

**Kata Kunci:** media sosial, buku ilustrasi, edukasi, anak-anak

## INTRODUCTION

In the current era of digitalization and the millennial era, many various groups use technology for needs in certain fields, even in the world of education. In the digital age, social media has become an integral part of our everyday lives. Social media contains content or sites that can be watched by all groups, both children and adults. The use of social media by children requires supervision and guidance from parents to prevent them from being led into the negative aspects of social media. Most children aged 8 to 11 years have at least 1 social media account (Ofcom (UK's Communication Regulator), 2022). The study found 33% of parents of children aged 5 to 7 said their children have at least one social media account. And around 60% of children aged 8 to 11 years have social media accounts. Every social media has a restricted age range from 13 to above.

Related to this phenomenon, parents are also responsible for keeping their children safe online and offline by giving advice on children's understanding of appropriate and inappropriate digital behaviour. To discuss wisdom in using social media, therefore the important roles of parents in monitoring, the importance of teaching children to use social media correctly, and avoiding introducing or allowing underage children to access social media. Because underage children surely do not yet understand what can be considered appropriate and inappropriate, so parental supervision is very much needed in the policy of using social media.

The urgency of social media influence to children is evident from the negative impact it has on their behaviour and development. Exposure to adult content can lead to the establishment of careless behaviour in children, increasing their likelihood of engaging in inappropriate activities in the long term. Exposure to social media content is one of the factors that contribute to children displaying inappropriate behaviour, potential risk from doing something harmful, and risk of dangerous content. The tendency of young children to be captivated by digital media is quite powerful, causing them to focus on the rapidly changing features

of digital media, including videos, sounds, and other interactive features said (Rothbark MK, Posner MI, 2015).

An educational illustration book involving teaching, guiding, providing information, and raising awareness among children and their parents. This way, children can engage in reading and learning about social media introduction, while parents can learn not to allow their children on social media under the age of 13 and guide them in the appropriate use of social media. It's crucial to provide them with age-appropriate resources that teach them about online privacy, inappropriate contents and the potential risks of addiction to social media. And hoping that children can learn and understand educational content about social media usage through engaging visuals to enhance cognitive skills and teach children to develop better behaviour and emotions through educational illustrated books.

## **DATA COLLECTION AND ANALYSIS METHOD**

### ***Data Collection Method***

#### ***Observation***

A study on the behaviour of young children, researchers witness their interactions with peers while on a playground. Author can observe children in their immediate surroundings to study their behaviour, which can be incorporated into the research. While Indirect Observation examines the outcomes of an action. For instance, researchers can gauge the content that resonates with customers by looking at metrics like the quantity of likes or views on a video.

#### ***Case Study***

Case study can be conducted on phenomenon, children community, and parents community. It allows author to collect a great deal of information and a chance to collect information on rare or unusual cases.

#### ***Secondary Research***

Utilizing data from external sources regarding social media on children enables the writer to demonstrate the ability to reproduce and replicate findings,

strengthening existing research and positioning the writer own work within the writer study field.

### ***Interview***

By having an interview with the children's parents, parents can offer a comprehensive view of their children's interactions with social media, including the duration, content, and emotional impact. Interviewing children's parents adds depth and context to the study, providing a more holistic understanding of how social media impacts children's lives.

### ***Data Analysis Method***

#### ***Qualitative***

These types of data are frequently collected through interviews and group discussions, personal journals and laboratory notes, visual materials like maps and photographs, as well as printed materials and observations

### ***Data Analysis Technique***

The author will elaborate on the data obtained from interviews, observations, case studies, and secondary research by drawing conclusions or results from that data.

### ***Data Analysis Instrument***

Cell phone, and Notebook.

## **Result and Discussion**

*Figure Table 1.1 Results and Discussion*

Summary of Observation Result	Based on the observations made, there is clear evidence where a group of children misbehave when they engage in activities on social media. Therefore, teaching children to use social media wisely and preventing them from learning inappropriate behaviours and language is very crucial for their development.
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<b>Summary of Interview Results</b>	<p>Based on the interview that has been conducted from a total of 10 elementary school students and 10 parents, It is evident that Children's behaviour can change because of social media, both in good and bad ways. Social media impact on children can be vary depends on how parents and children manage their time on social media. By educating them on how to balance between social media and offline activities, children can learn on how to use social media in moderation and not relying on social media. Therefore it is necessary to create an educative book for children to read and learn, while also having fun with engaging illustrations.</p>
<b>Summary of Case Study Results</b>	<p>Based on the case study analysis, it can be concluded that the reason they got influenced by the trend is because the algorithm of TikTok shows them a challenge video where it gains popularity by having lots of likes, and comments. As it has been said in one of the cases that they mostly saw it on TikTok, they know from social media. In this case the third-party which is the parents has to take responsibility for their children by educate them and to stop exposing them to social media under the age of 12 years old. Therefore, by creating an eduvative book that are targeted to both parents and children, they can communicate more regarding social media, parents can educate their children, and children can learn more about social media before they decided to use social media.</p>

Summary of Matrix Analysis	<p>Based on the existing comparison matrix, it can be concluded that compared to other existing educative book illustration, an informative book about Social Media are still less than optimal. Since both of the existing book are more focus on gadget and internet, talking about the social media itself is still haven't been talked yet. A storybook about social media can attract parents who are concerned about letting their children explore the social media world.</p>
Conclusion	<p>Some respondents reveal the complex dynamics between children, parents, and social media. It's evident that children's engagement with social media platforms like TikTok and online games varies widely. And it shows that parents have a different ways of educating and looking out for their children, which affects what their children do online. Some parents also admit that they do not understand social media well and rarely monitor their children's activities on social media. Therefore, with the creation of this illustrated book, both parents and their children can gain valuable lessons.</p>

*Source: Personal Source*

## CONCEPT AND DESIGN RESULTS

### Concept Message

"Use It Wisely" is the message that will be conveyed to the target audience. This message is embodied in an illustrated book that educates and raises

awareness through engaging visuals and a storyline reflecting everyday human life, suitable for children.

### **Creative Concept**

The creative concept used in this educative book involves illustrations that bring to life a story mirroring the everyday experiences of families, specifically crafted to resonate with children, available in both Bahasa Indonesia and English. The combination of educational content, colourful merchandise, and visual illustrations makes this educative book an informative yet fun and interactive resource for young children.

### **Media Concept**

#### **Main Media**

The media used to convey the guidance on using social media wisely is an illustrated book. The book format is A4 size (210 x 297 cm) with a minimum of 52 pages and also a storyline full of illustration. Targeted for a children age between 9-13 years old.

#### **Supporting Media**

Supporting media, aside from the illustrated book, includes a mini memo book that can be used to note schedules or school assignments and help them to write more outside of their online session, stickers, keychains, tumbler, and tote bags.

### **Visual Concept**

#### **Layout**

The layout is used to determine the placement of dialogues and illustrations. The layout of the illustrations is adjusted to accommodate the dialogues, ensuring they do not overlap and that the conversations are clear and easy for children to read.

#### **Typography**

Using a different typography for book cover and book dialogue/narration. This typography is also tailored to the book's primary target audience as an educational resource and it complements the book's concept, which aims to

create a warm, comforting, and homely atmosphere that is pleasing to the eyes of young children.

### Illustration

The reference for illustrations in this book will use a whimsical, cartoonish style meant to capture children's attention. Filled with various characters and lively scenes, these visuals will not only be pleasing but also engaging and entertaining.

### Design Results



Figure 1.2 Front and Back Cover

Source: Personal Source



Figure 1.3 Illustration Results

Source: Personal Source

## CONCLUSION

Forbidding children from using social media can seem difficult, and it is undeniable that social media can still bring benefits to children at an age where they are curious and want to explore new worlds. Therefore, the role of parents in teaching and guiding their children through the ins and outs of social media is very important. The importance of communication and interaction will also make children feel comfortable talking about confusing things, reassuring them to understand the potential dangers of using social media improperly. With alternative sources of information like educational storybooks, parents can explain and guide their children on how to use social media wisely.

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