

DESIGNING BOOK ILLUSTRATIONS OF IMPORTANCE TO STAY AWAY FROM DRUGS FOR CHILDREN ELEMENTARY SCHOOL

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Abstract: Jakarta is the main entrance of the trade lanes in Indonesia. Making Jakarta a trading place for all kinds of goods, including illegal goods such as drugs. A drug is actually a substance with either natural or chemical when use in accordance with the rules of health. But, using drugs with inappropriate doses will cause a person to become addicted to drugs. There are four different triggers to someone is abusing drugs, which is, dissatisfaction with oneself, environmental influences and the availability of the drug itself. Another factor is the lack of informations regarding negative effects of drugs. Drugs not only affect adults and teenagers, but now has shifted to children who are still in elementary school. To provide early education to children's of elementary school, the researchers conducted research and analyze them based theory to applied to the illustration book. Later, this illustrated book can be use as a guide for early education on the dangers of drugs, with images and language that is easy to understand. After gaining this understanding, hopefully the elementary children can be more aware about the situation on the surrounding environment.

Keywords : *Book, Children, Drugs, Illustrations, Jakarta*

1. INTRODUCTION

Drugs (narcotics, psychotropic drugs and addictive substances) is the good substances abused without calculating the recommended dose doctor causing dependence, addiction, physical, psychic disorders/mental and social functions.

According to the head of public relations in Polda Metro Jaya, Commissioner Rikwanto, Jakarta became a city most vulnerable to the practice of drug abuse in Indonesia. Medium Tempo in 2004, 70 percent of the 4 million drug addicts are aged 14 - 20 years old. However, the SAPUNUSA Foundation in 2014 has data that the spread of these drugs began to shift to the age of 6 – 12 years old. They become the target drug dealers in order to dredge the economic advantages there early. The Government, teachers and parents are required to provide education about the dangers of drugs, either verbally or using media that is close to them. Elementary school children are closely related to the book, let alone with the picture book, because the book contains pictures with various color more interesting than the book only contains text.

Based on the conditions above, I as a researcher made research titled "Designing Book Illustration of Importance to Stay Away From Drugs for Children Elementary" with the aim to provide early education for children, through the media that close to them, namely picture book (illustrations) to convey the importance of away from the dangers of drugs, with interesting images and language that is easily understood by elementary school children.

2. THEORETICAL BACKGROUND

In designing the book illustration needed some relevant theory. These things need to be done in order to help finish the book authors in the illustrations are valid. Here's some theory that used the author. For the public, the role of books in life is as a source of educational, entertainment and information. But for the children, "the book has a more specific role, namely as a source of

education on child development. Children's books or literature for children is a book designed for children with adjustment of the content or the content of the book with an understanding of the child" (Hunt, 1996:15). "A paper would be more interesting, meaningful, and if life comes with illustration. Thus, the reader will not be saturated they read" (Purwanto, 2007:7-8). "Typography (derived from Greek typos = write) is the art and techniques of arranging the letters using the combined form of the letter print, font size, line thickness, line pandu (line leading), the distance alphabet, and the letter to produce results in the form of letter of the rules of the art of the physical or digital ", Kusrianto (2008:216). "The wearing of colors give an indication in consideration of visual design, namely: attract attention, persuade in order to see, read and do not want to also cover the possibility to buy" (Morissan in Adi Kusrianto, 2008). "Layout is the process of placing, rearrangement, and setting text and images on the page" (Wibowo, 2013)

3. THE RESEARCH METHOD

The authors have conducted **interviews** about the design of the book illustrations of drug prevention for elementary school children against the interviewees, as a result of the following interview, book illustration is targeted to elementary school children with age 6.5 up to 12 years, the book contains general information about the dangers of drugs, using illustrations and interesting superhero as a character, using an easy-to-read typeface and an understandable story line children and parents , and distribution through collaboration with BNN and SAPUNUSA through drug prevention counseling done Kaptan Benn to primary schools as well as in collaboration with book publishers.

Based on the results of the **comparison matrix** of the 3 pieces of book illustrations, the fate of Expired Snack and why Yes? More easily understood than child drug abuse Prevention Guide Book Early, because the visual content and the more interesting and not complicated to understand. Overall, a third of the book provide education to the children in order to be nice and avoid the deplorable attitude, the author got the conclusion for consideration in making the design of book illustration about the importance of abstinence from drugs to elementary school children, among other things, using a style of cartoon images on illustrated books, miscellaneous typeface used on the cover because the type of letter and decorative interest read children , for the content of the book illustrations use a sans serif font for easy-to-read, the color of the tertiary have color diversity more widely used on the cover and contents of books to draws enthusiastic children in reading, using a variation of the grid system of single-page spreads and is divided into two sections as well as the use of illustrations and the text is different each week marks, and unique concept that is used is a compelling storyline and variations of book illustration , for example with an additional sheet activities, such as games, coloring page, sticker, etc.

The author takes the conclusions based on the analysis that have been made to apply in the book illustrations later, among other things, using the style of the cartoon on the book that will be designed, on a book cover using the typeface miscellaneous decorative and attractive, while for the content using a sans serif font for easy-to-read, tertiary colors are used to create the impression of rich colors and interesting, the character is used as a super hero story approach towards children , and make a story with an interesting plot and insert sheet activity as a means of playing children.

4. RESULT AND DISCUSSION

In realizing the book illustrations about the importance of abstinence from drug danger for elementary school children, the author gave the illustration book titles with "Ayo, Lawan Narkoba!". The title is taken based on the theme of book illustration is to invite the children to know the dangers of drugs. As a representation of the call to stay away from drugs, the author uses the word 'Ayo' to mempersuasi elementary school children to move together away from the drugs. The **concept of a message** that will be delivered through this illustrated book is telling a child's

attitude in a situation of drug circulation through the past, might happen in the school environment. It was elevated to become the attitude that can be emulated by children.

Based on the Government's efforts to fight the drug circulation, **creative concepts** used are designing the book illustration with the approach of super hero characters for children namely Kapten Benn, with super strength to fly and using the shield as a weapon at once his patron. The illustration of the book containing the image, the color of interest and activity sheets, as well as an understandable explanation about the importance of abstinence from drugs. There are two alternative ways of distribution that is, in cooperation with the SAPUNUSA Foundation and the BNN or with a book publisher. The following is the detail of the illustrations in the book media concepts, types of products is the book illustrations, the book title is "Ayo, Lawan Narkoba!". A book with the size 20 cm x 20 cm, types of paper Art Paper 150 gr and 310 grams and 200 grams of ICT, engineering vol Hackter 40 pages, number of pages, and the contents of the book consists of the cover, table of contents, contents, story and activity sheets.

The author will use the **concept of visual** conclusions based on the results of analysis to be applied to the book illustrations of "Ayo, Lawan Narkoba!" that will be described using the picture style Marvel and DC. Miscellaneous font used on the cover, VTC-KOMIKAHEADLINERCHEWUP. The font selected by the author to look outstanding and interesting as the headline, so read the children's interest will be awakened. For the content of the book illustrations use a sans serif font for easy-to-read, namely LetterOMatic!. The font selected by the author because of the character of the letter that are not rigid and have a continuity between the letters to each other. On the author's color selection select the color which has the tertiary color more diversity, so it can be applied in a coloring book and contents cover to attract enthusiastic children in reading. The author uses a variation of the grid system of single-page spreads and is divided into two sections as well as the use of illustrations and the text is different each week marks. On the cover page and the contents of the book also made safe distance to place text, 2 cm on the outer side of the page, so as not to cut off when the cutting process and 3 cm at the side of the page, so that is not too close to the hacker volume on the side of the page.

4.1 Design Result



Figure 1 the Characters
Source: Personal Documentation



Figure 2 Back Cover - Cover
Source: Personal Documentation



Figure 3 Action Scene
Source: Personal Documentation



Figure 4 activity sheets
Source: Personal Documentation



Figure 5 Coloring Corner
Source: Personal Documentation

5. CONCLUSION

Based on the observations and final project design has been done by the author, can be inferred from a few things related to the object of research, namely, still lack the knowledge society especially elementary school children against the dangers of drugs, the need for media that serves

as a means of learning the child against information about drug prevention and design book illustration is expected to be a source of information on early children to get information about the dangers of drugs.

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www.dedihumas.bnn.go.id pada (March 5th 2016, 22.59 WIB)

www.bnn.go.id diakses pada (March 4th 2016, 17.15 WIB)