

MENSTRUAL HYGIENE MANAGEMENT FOR YOUNG WOMEN THROUGH THE DESIGN OF AN ILLUSTRATION BOOK

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ABSTRACT

The background of the design of this illustrated book originated from menstrual hygiene management which is still rarely heard and applied by the Indonesian people, especially for young women. During the transition period, young women will experience their first menstruation which is required to implement menstrual hygiene management. Menstrual hygiene management activities are an effort to create conditions where women have the right to get knowledge and a clean and healthy lifestyle during menstruating. Therefore, the design of this illustration book aims to be an educational medium for adolescent girls about menstrual hygiene management to be applied during menstruation. By collecting primary and secondary data, observing, focus group discussions and conducting interviews with several parties, an illustrated book entitled menstrual hygiene management was created which featured two female characters Lily and Lara in the book, served as guides and procedures for readers to implement correct and precise menstrual hygiene management, so the book can be easily understood and interesting to read by the target. purpose from this illustrated book is for readers to be educated correct way of how to apply menstrual hygiene management during their menstrual period to create a clean and healthy lifestyle.

Keywords: *Illustration book, menstruation, young women*

1. PREFACE

Menstruation is the bleeding process from the uterus which usually happen in young women. [1] The puberty phase is a transitional phase for young women experiencing menstruation as a sign of reaching adulthood. Maintaining hygiene during menstruation is a basic and important thing to do. [2] According to the Indonesian Demographic Health Survey (IDHS) in 2017, the behaviour of young women in maintaining clean lifestyle during menstruation was very poor, 63.9% is because of lacking information about menstrual hygiene management. which make young women on their age are prone to being infected for their intimate organs.

One of the menstrual hygiene management activities is selection and using the right type of sanitary napkins. Indonesia women are more familiar with single-use sanitary napkins made from cotton. But please note that content in single-use sanitary napkins can bring potential irritation to the intimate organs. Despite having many disadvantages, single-use sanitary napkins are still safe to use in certain cases and according to the recommended regulation. Apart from single-use sanitary napkins, there are other alternative menstrual products, such as cloth sanitary napkins, tampons, menstrual cups, but these products are rarely known. In fact, if you get precise and clear information, users can choose which product which is the best according to the user's needs. But in fact there are still many who do not know because of the lack of relevant information and education.

According to Nurul and Deny (2016), one of the factors that influence a person's knowledge and attitudes is the media. Media serves to make it easier for someone to understand information that is considered complicated. Therefore we need an illustration book that aims as an educational

system to educate young women about menstrual hygiene management. So that the targets can be educated and apply menstrual hygiene management during their menstrual period.

2. RESEARCH METHOD

[3] The meaning of research subjects according to Suharsimi Arikunto (2010) are research boundaries where researchers can determine them with objects, things or people for the attachment of research variables. The research subjects in this paper are young women aged 10-13 years who live in Indonesia.

[4] The meaning of object of research according to Sugiyono is an object that has the nature or attributes of people. The purpose of selecting objects is to find answers. The object of research in this paper is Menstrual Hygiene Management which will be studied by the author for the design of this illustration book.

This research use qualitative research methods, which conducting surveys, focus group discussions, observations and literature studies on trusted sources. The subjects of the study were young women aged 10-13 years who were still in late elementary school and early junior high school. Research time starts from August 2021 to December 2021.

Research data from the observations and literature studies are about appropriate data based of the context to be written in the design of the menstrual hygiene management illustration book. Suitability of the context and illustrations refers to the theory of visual communication design according to book's target audience.

Research data from survey results is from google form filled by 75 respondents which aims to collect opinions from the target audience based on topic and style of illustrations based of tastes of the target. Research data from focus group discussion are point of view and opinions from targeted audience regarding to menstrual hygiene management, and processed to obtain insights that support the design of the illustration book.

3. RESULT AND DISCUSSION

From the results of the data survey found by the author, it proves that the target audience still likes to read books in the form of illustrations and texts. This is evidenced by the results of filling out the Google Form, (1) 90.7% of respondents still read books, (2) 72% of respondents like illustration with text books, while 28% of other respondents read books with full text, (3) in accordance with the fact is that the term menstrual hygiene management is still rarely heard by Indonesian young women as evidenced by 70.7% of respondents have never heard of the term menstrual hygiene management.

Table 1
Google Form Survey

Questions	Answers	
Do you still read books?	Yes (90.7%)	No (9.3%)
What kind of book do you like	Illustration with text (72%)	Full text (28%)
Have you ever heard of the term menstrual hygiene management?	Yes (29.3%)	No (70.7%)
Total	75 respondents (100%)	

The results of the focus group discussion, the authors found that in fact: (a) 75% of FGD participants had never heard of the term menstrual hygiene management; (b) most participants felt shocked and panicked when they had their first menstruation; (c) most of the FGD participants knew how to use sanitary napkin from mother or trying it themselves but there are still used in wrong way and leaking; and (d) discussion of menstrual knowledge in the school environment still uses very formal book language which makes it difficult to understand, boring to read and general.

From the results of data processing, the authors found that the term menstrual hygiene management is still rarely known in Indonesia due to the lack of knowledge. [5] According to Emmi, Sitti and Indriyanti (2016) that personal hygiene is influenced by knowledge. The knowledge related to personal hygiene including about menstruation, knowledge of women's reproductive health, knowledge of women's personal hygiene during menstruation and the use of correct and appropriate menstrual tools according to the personality of the user. The description of the results of this FGD ultimately resulted in a creative idea to provide visual education in the form of picture story book media. The author begins to carry out the visual concept process to the development of a visual design which is carried out in several stages as follows:

The design of the character illustration style uses a simple and cute Korean comic style. The characters are designed into 2 characters named Lily and Lara. Lily's character is a character who acts as a mentor who will guide her sister Lara to face her first menstruation. Lara's character is described in her position as the condition of the readers who are about to experience menstruation.

Figure 1
Lily's Character Design Sketch



Figure 2
Lara's Character Design



The basic arrangement of the layout used is a combination of illustrations and text in both 1 page and 2 pages. The content is arranged according to the results of observations and literature studies conducted by the author which contains the correct procedures and steps regarding menstrual hygiene management. The book content is arranged using storyboard sketches so as to facilitate the preparation of the plot in the book. The number of book pages is 72 pages/36 sheets.

Figure 3
Book Cover



[6] According to Daniar and Bernandus (2018), In the context of fashion, color functions as a visual element by positioning itself as a hidden language, which means that certain concepts and goals appear intentionally or unintentionally. The use of color not only serves as a complement but also to communicate something. The main colors used in this book are pastel colors in the form of yellow, pink, blue and purple which give a feminine impression. For illustration coloring, using soft coloring and keeping in line with the main color of the book which gives a distinctive impression of the Korean comic illustration style.

[7] According to Joneta (2012), Illustrations are formed to clarify information by providing a visual representation. The essence of illustration is the thoughts, ideas, concepts that underlie what is communicated, therefore illustration becomes one of the factors that turn a piece of writing into a visual form. The illustration style used is the Korean comic illustration style which tends to have a simple, cute and not too detailed illustration style.

[8] According to Slamet (2003), a typography design has complex and interrelated elements that are adapted to the context of the book and the age of the target audience. The level of understanding the book content depends on the level of education of the reader, therefore the selection of type, size, and typographic composition must be appropriate. The use of typography in the design of this illustration book uses 3 types of fonts. The Garment District font which is scripted font that use of book titles and book chapters, the Si Kancil font, a sans serif font which gives a friendly impression, is used in writing sub-chapters and character conversation texts, the Mont font, which is a sans serif font, which is used as body text of the book to make it easier to read.

Figure 4

Layout Content



The Menstrual Hygiene Management Illustration Book consists of 7 chapters as follows: (a) Menarche; (b) Menstrual Hygiene Management; (c) Dismenore & PMS; (d) *Produk Menstruasi Lainnya*; (e) *Tips Menstruasi Biar Aman*; (f) *Mitos dan Fakta Menstruasi*; and (g) *Kesehatan pada Menstruasi*.

The book is designed in A5 form with a size of 14.8cm x 21cm using an art carton cover with doff finishing and using art paper as the contents of the book. All visual results in this design can be accessed via the link : bit.ly/3rZoGNb

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the research results that has been done, it is found that there are still many young women who still do not know about menstrual hygiene management. Due to the lack of education and accurate information about menstruation. Therefore, the visual design concept of the menstrual hygiene management illustration book as an educational media to educate young women to be ready for their menstruation is right on target. So that they can create a clean and healthy lifestyle during menstruation with the right knowledge.

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