

## DEVELOPMENT OF THE CHARACTER DESIGN OF THE BLIND MAN FROM THE GHOST CAVE IN A CONCEPT ARTBOOK

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### ABSTRACT

*The story of Si Buta Dari Gua Hantu which was created by the Indonesian comic artist, namely Ganes TH in the 1960s. This comic itself was first published in 1967. However, over time its popularity faded. The cause itself was due to the entry of comics from other countries which at that time began to develop in Indonesia. So that an effort is needed to popularize the character of the Blind. The purpose of this research is to find out why the story of the character Si Buta dari Gua Hantu has decreased due to being unable to compete with foreign superhero characters. The research method used is literature, surveys and via the internet, the results to be achieved are to popularize the character of Si Buta dari Gua Hantu, so that it can compete with characters from foreign countries and be in demand again by Indonesian people and carry out visualization and also design with a more detailed depiction. interesting and a more dimensional and expressive drawing style, as well as detail. With the visualization of making this concept book, it will improve the image of the existence of local superhero characters within the Indonesian nation itself so that it is not only superheroes from foreign countries, but the Si Buta Character is able to compete with foreign superhero characters who have their own interests in terms of stories and new visuals with good depiction makes it more interesting. because it is unable to compete with foreign superhero characters. expressive, as well as detailed.*

**Keywords:** Visual communication, visualitation, blind man from ghost cave, concept art

### 1. PREFACE

Superheroes have great abilities above the average human. Actions and fights carried out by superheroes are very popular with many groups, especially young people. Superhero characters have been worked on in various media such as comics, novels, and films. This makes most superhero figures have stories that make superhero characterizations more exciting and respected by many people.

The development of the Indonesian superhero figure itself developed after the publication of comics from western countries in the 1960s to 1980s. At that time, many local comic artists produced various kinds of comics about superhero characters. One of them is the comic "Si Buta Dari Gua Hantu" which was created by Indonesian comic artist, namely Ganes TH in the 1960s. This comic itself was first published in 1967 and reprinted in 2005. This local comic is a comic with the first silat genre story by him which has popularized the original silat story typical of the Indonesian Culture. The popularity of the story "Si Buta dari Gua Hantu" is not only limited to the designs in comics, but also adapted to the big screen and also television channels or soap operas. This is because his fame and popularity at that time was quite fantastic.

However, over time its popularity faded. The cause itself was due to the entry of comics from other countries which at that time began to develop in Indonesia. Such as Hong Kong, Japanese

and American comics which dominate the market and people's taste for the comic industry. This has led to comparisons between the comic “Si Blind dari Gua Hantu” and comics from other countries. Of course quality ultimately determines what is good and what is not good. The result of this comparison is that from its demeanor the “Si Buta Dari Gua Hantu” comic still feels monotonous, the expressions of the characters are stiff, the depictions feel less dimensional and also the character designs are still less attractive than superheroes from comics from foreign countries. In fact, in terms of storytelling and character design, the comic story of “Si Buta Dari Gua Hantu” is no less good than that of foreign countries. The re-issuance of this comic itself in 2005 is proof that there are fans who still want to read this comic story. What's more, there is news that is quite surprising to fans that there will be the publication of the film Si Buta Dari Gua Hantu which will be presented again on the big screen in 2020, but currently production is still being postponed due to the pandemic.

The rapid entry of foreign cultural influences in this era of globalization ultimately changes market tastes, this also concerns the popularity of Indonesian Superheroes themselves. One of them is also the character of “Si Blind Gua Hantu” who has begun to shift due to the influx of foreign cultures, this of course could result in Indonesian society forgetting the existence of the character “Si Blind Dari Gua Hantu”.

So, it is necessary to reintroduce the character of The Blind From the Ghost Cave by visualizing with a Concept Art approach to the character of The Blind, with a more attractive visual presentation and also a more contextual storytelling, so as to produce a more attractive character design. The goal is so to make its popularity can compete with other countries' superhero characters and also so that the Indonesian people themselves will not forget the results of the work of this nation's children.

## **2. RESEARCH METHOD**

This design uses a qualitative method. In this implementation, it refers to the five steps designed by Robin Landa, as follows:

Orientation is the stage started by gathering information from literature and interviews with PT X's Client Model to obtain detailed data and information in the development of the story “Si Buta dari Gua Hantu”.

### **Analysis and Strategy**

Analysis is the process of exploring the results of observations, finding data, and planning, by doing a qualitative interviews with Mr Oyasujiwo Poetranto & also collects data with target audience analysis. Apart from the influx of foreign culture, the decline in the popularity of the story of the Blind from the Ghost cave was also due to the fact that the Blind series when Mr. Ganes died did not continue this series, so when foreign culture entered, the story of the Blind himself began to be abandoned. Many respondents still know the character of the Blind, but many respondents stated that the character of the Blind himself is no longer popular because of the rigid storytelling and also the good character design and also the technical nature is still not good compared to foreign superheroes.

### **Design Concept**

In this step, the writer will create a design concept that aligns with the interests of the customers. This involves generating ideas, sketching, and prototyping to develop a concept that outlines the key features, benefits, and overall look and feel of the design. The goal is to create a design that meets the needs and preferences of the customers and that will appeal to them.

### **Design Development**

Conception is the stage of establishing the design idea. By doing various kinds of brainstorming and also visual sketches that support the visual concept of the character of the blind man from the ghost cave. This phase include character design, background design and also a key art illustration design.

### **Implementation**

Implementation is the execution stage of the visualization of the design concept. After getting interesting sketch results, then proceed with the creation phase with drawing techniques from rough sketches to a final artwork that has interesting communication value.

## **3. RESULT AND DISCUSSION**

### **Target Audiences**

Target audience aged 17-25 years like superhero characters with contextual character designs. The fans of superhero comic stories and also fans of the superheroic genre. With middle to high economic status. lives in the Jakarta area and usually reads comics and watches superhero movies, sometimes he can even follow the actions of superhero characters.

### **Key Facts**

The purpose of this design is to create a visual concept illustration for the character of Si Buta Dari Gua Hantu with a more dimensional and dynamic depiction, as well as redesigning the character storytelling using various cultures in Indonesia to produce more attractive character designs. This design aims to reintroduce the character of The Blind From the Ghost Cave to the Indonesian people about the existence of local superheroes, so that people can remember and not forget the work of their own nation's children.

### **The Concept and Creative Strategy**

#### **Creative Strategy**

The creative strategy chosen is the whole brain strategy. This is because in designing visual books, the majority of these concepts use a lot of visual illustrations. These visuals are useful for communicating a message or logical text that you want to convey to the target audience.

#### **Creative Concept**

The design is in the form of a visual concept art book containing character designs and also the setting design of the place with modified storytelling. The target consumer is young people to adults whose economy is middle to upper with a lifestyle that likes superheroes. This design was done to popularize the story of the character "Si Buta dari Gua Hantu".

#### **Keywords**

The keywords is Visual Communication, visualisation, Blind Man from Ghost Cave. Concept Art, Character Design, Key Visual Art.

#### **Idea**

The idea design of the visual concept book The Blind from the Ghost Cave aims to re-visualize the story and also the main characters in this story. The visualization of this concept aims to make the target audience who read/see this book remember the story and also the character of the Blind so they don't fade away due to development. stories from foreign superheroes, but it is hoped that the audience will still remember the characters created by the nation's own children.

## Creative Decision

### Verbal Decision

#### Book title

The title of the book to be used is The Art of "The Blind from the Ghost Cave".

#### Book subtitles

With the division of 3 different sub-sections, the design will be divided into 3 sub-titles of the book as follows: (a) Chapter 1 which contains the background design concept will be entitled Environment design; (b) Chapter 2 which contains the concept of character design will be titled Character design; and (c) Chapter 3 which contains key art will be titled Key visual Design.

### Visual Decision

#### Illustration Style

The illustration style that will be used is a digital illustration technique with a realistic style with a painting technique. The use of photo/Photobashing visual aids as well as 3D will also be used in this design.

#### Visual Form

The visual forms that will be displayed are digital illustrations with a realistic style consisting of: (a) place background design; (b) character design; and (c) visual key design

#### Color scheme

The coloring technique that will be used uses a color palette inspired by the painting style of Chinese artists who tend to use less intense color saturation, resulting in an authentic, realistic style.

### Design Media

#### Main Media

Figure 1



Figure 2



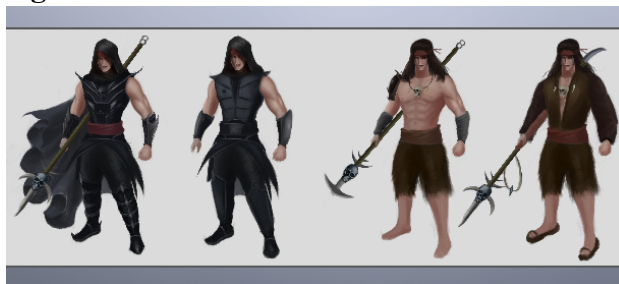
**Figure 3**



**Figure 4**



**Figure 5**



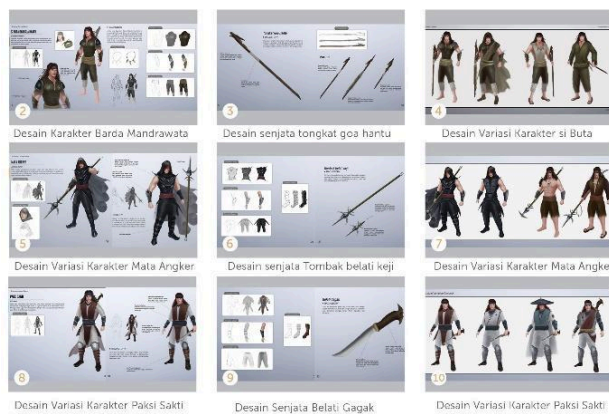
**Figure 6**



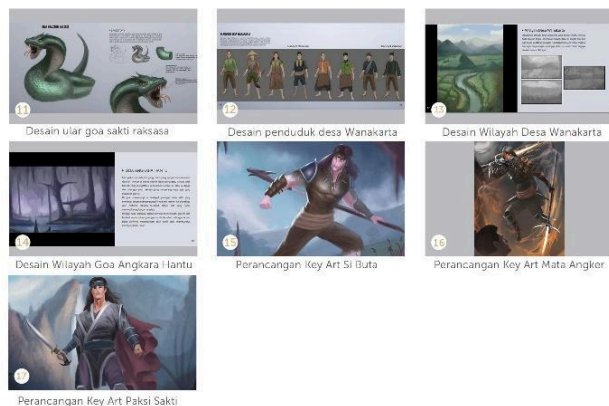
**Figure 7**



**Figure 8**



**Figure 9**



#### 4. CONCLUSIONS AND RECOMMENDATIONS

The story of “Si Buta Dari Gua Hantu” which was created by the Indonesian comic artist, namely Ganes TH in the 1960s. This comic itself was first published in 1967. However, over time its popularity faded. The cause itself was due to the entry of comics from other countries which at that time began to develop in Indonesia. So that an effort is needed to popularize the character of the Blind. The lack of interest in visualization during the early development of the character made the writer design the visual concept of Blind again so that the visuals of the character look more attractive and are also much liked by many teenagers to adults. With the visualization of making this concept book, it will improve the image of the existence of local superhero characters within the Indonesian nation itself so that it is not only superheroes from foreign countries, but the Si Buta Character is able to compete with foreign superhero characters who have their own interests in terms of stories and new visuals with good depiction makes it more interesting.

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