APPLICATION OF ILLUSTRATION FOR PROMOTION AND EDUCATION IN THE JAPANESE STRAWBERRY STORY BOOK LA FRESA

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ABSTRACT

Indonesia is an agricultural country that has vast agricultural land, diverse and abundant natural resources. although Japanese strawberry seeds are not native to Indonesia, their development is good in agriculture, agro-industry, and agro-tourism. Strawberries can grow and produce well in climatic conditions such as in Indonesia (Saroinsong et al., 2012) (Mappanganro, 2013). Generation Z and Alpha should be made aware of the importance of agriculture. Elementary school children aged 7-12 years still lack educational knowledge about agriculture. (Nancy Oktayajati, Srie Julie Rachmwati, 2020). Companies or agencies view and utilize book media as an effective means for advertising promotion, and marketing products, tourist attractions, and improving image. Design method with design thinking which consists of (Empathize, Define, Ideate, Prototype, Test). Design Thinking is a thinking concept in finding ideas that have become popular with many people in the past few years that promotion through the media of illustrated books is the right choice because they can promote products and tourist attractions to children 7-12 years old. According to Nurgiyantoro (2015) picture story books can help children to learn about the world, good community life, help about other people, can learn to behave and behave verbally and non-verbally. One of them is by utilizing the media of story books, educational illustrations and promotions, such as by including illustrations of picking tourist locations and interesting and different products to make them more recognizable and easy to remember for the target age group of 7-12 years.

Keywords: Agriculture, design thinking, illustrated book

1.   PREFACE

The development of technology and increasingly advanced times, children often play gadgets, lack of care and responsibility for nature. The illustration book media is containing sketches, coloring with textures. This content is more interesting to look at than content in the form of long-form writing and videos with informative and illustrations that make the audience bored because of the time duration and appearance that are not attractive to the audience's eyes. With an attractive visual appearance, it will be easy for an interested audience to study the book. With good and correct visuals, it will be easy to understand more quickly, so that they can understand the education in the book and can get to know the characters in the book more deeply. As well as creating high interest in the audience to want to learn or practice and visit tourist attractions.

Design Thinking is a tool used in problem-solving, problem design, and problem-forming. Not only to solve a problem, but also to form and design a problem. In the process, design thinking is human centered. Every design thinking process originates and is directed at humans.

2. RESEARCH METHOD

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

Emphatize

The human-centered empathy process in which the researcher seeks information from potential customers about what is needed by potential customers. Researchers empathize using qualitative methods, namely conducting interviews with potential customers to find information in order to obtain data on what needs are being sought by potential customers. Based on this process, it is found that potential consumers want tourist attractions and products that look fun, share a natural atmosphere, experience.

Define

Through the empathize stage, the researcher defines the problems and desires of potential customers. Where the problem found is that the characters and tourist attractions of La Fresa are not well known by the public. So that through this problem the researcher made a media design for educational and promotional illustration story books.

Ideate

At this stage, researchers collect data and ideas into solutions. The ideas obtained are of course very useful for the development of products and tourist attractions, selecting fun, colorful, simple concepts, the atmosphere of natural tourism with photography and graphic designs to be implemented into illustrated books.

Prototype

In this last stage, providing an overview of the design moodboard, photos, and colors according to what the candidate wants and then presenting it to potential customers, as it has been formulated in the empathize and ideate stages. Researchers convey prototyping through drawings that are selfdesigned and show examples of designs according to directions from lecturers and input from clients. The response shows the design and color editing of the characters and tourist attractions is fun, and says that the product is in accordance with what has been stated, and you can feel the natural atmosphere of the La Fresa tourist spot. Through this stage, it has ensured that the education and promotion of the characters and tourist attractions expected by the informants really match what they expected.

Test

Stages for opportunities to improve solutions and change them for the better, so that they are well conveyed to the audience.

Interview

The interview is meant to have a conversation conducted by two parties, namely the interviewer and the interviewee who provide answers to questions. By making direct face-to-face contact between information seekers and information sources. It is through these interviews that the writer collects data, information, and descriptions of the research subjects. The interview technique used was a semi-structured interview, meaning that the questions could be deepened or developed according to the situation and conditions in the field. Interviews were conducted with the owner and founder of La Fresa itself, namely Mr. Julianto and the La Fresa team.

Figure 1
Photo with Mr. Julianto

3.   RESULT AND DISCUSSION

Target Audiences

Story book illustrated as educational agriculture strawberry Indonesian history are limited to the lack of interest in Indonesian history in children, so trivia cards should be created as learning media. The target scope is children aged, Psychographic, choose to learn new things, and like nature.

Key Facts

Based on the author's data, analysis, and observations, I can emphasize some of the facts found in this design. This is an alternative learning media that can convey information in visual or image form. Indirectly, trivia cards can increase children's interest in remembering and memorizing. children's knowledge of history, helping children in socializing.

The Concept and Creative Strategy
Figure 2
Oberry Family

Creative Strategy

The creative strategy used in this design is to use a right-brain and left-brain approach (The Whole Brain Strategy). The left brain is used in reading, understanding the material contained in the book, while the right brain is useful for understanding visuals, imagining and using creativity to study the contents of the book.

Creative Concept

The concept in this illustrated story book that has an educational and promotional theme about Japanese strawberries with the concept of a story that is both fun and learning, children who read

can learn about strawberries, from not knowing to knowing. This book certainly needs to be accompanied by parents and given more direction to children, because the contents of the book are about the education of strawberry plants from seeds to fruit, becoming fertile, and processing strawberries into snacks.

Keywords
The keywords for the storybook illustrated is education, agriculture, strawberry, traditional Indonesia and Japan name characters, adventure story. In order to make children interested in becoming brand awareness to know the characters of La Fresa.

Idea
The general idea is to design an agricultural educational illustrated book with an interesting adventure story so that it can attract brand awareness towards children aged 7-12 years by introducing La Fresa characters.

Creative Decision
Verbal Decision

(a) Story book illustration, authors use Adobe Photoshop and Adobe Illustrator as intermediaries for applications to design the main media. The author designs sketches, line art, coloring, layout, digital imaging, typography, and so on through intermediate applications. Second, the approach is to make the target audience feel interested in the many visual characters Oberry family; (b) Book title: La Fresa; (c) Sub Book title: Bersama Keluarga Oberry; (d) Name Characters: Mr. Oberry, Kintaro, Japan; Ms. Belberry, Eneng Ms. Belberry, Bandung, Indonesia; Ciaberry : Aa Ciaberry, Bandung, Indonesia; Droberry, Abang Droberry, Betawi, Indonesia; Boberry, Bli Boberry, Bali, Indonesia; and (e) Script, Setting, and Plot Story.

Visual Decision

The design of this educational and promotional illustration story book uses a character illustration style in the form of a strawberry which has the shape of a body and face. Using gradient, textured colors like oil pastels, bright. Writing in everyday language so that children can easily understand it. The typography used is rounded and sans serif because it has clear and pleasant lines.

Figure 3
Design of the cover book front and back
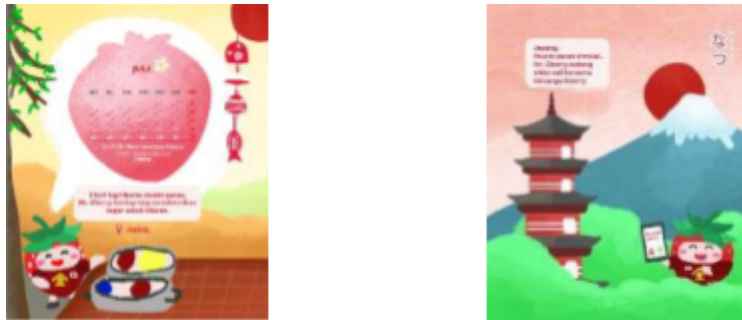
Figure 4
Design of the storybook

Figure 5
Design of the storyboard

The characters are made with an age that can be close to the age of 7 – 12 years, in the form of large Japanese strawberries, red in color, and various types of shapes, and using the concept of figures from Japan and Indonesia. In addition, using warm colors such as red, orange and yellow can give a warm feeling and can bring children closer. The use of cool colors like blue and green is used for this illustrated story book. In the design of this illustrated story book with a combined frame layout, it can be one frame. So that children can read in more detail and focus on lessons in the strawberry illustration educational story book.

La Fresa has a visual identity consisting of the Spanish logotype "La Fresa" which means strawberry. Plus the use of green, red, and white to show the fun image of La Fresa. In addition, there is also the use of red as the color used for promotional and educational illustration book media. Red color symbolizes joy, warmth and comfort. Then the second secondary color is white which symbolizes the new beginning of La Fresa. The following colors are applied to the La Fresa illustrated storybook:

Figure 6
Color pallete

Figure 7
Fonts used in bookstory illustrated

Aristotelico Display Trial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ,.;"'()?»–*/

Aristotelico Display Trial demibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ,.;"'()?»–*/

Aristotelico Display Trial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ,.;"'()?»–*/

Ubuntu Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ
1234567890,.;"'()?»–*/

Figure 8
Mindmap

Media Decision

The author makes 9 media, the first and second book story illustrated with a size of 20x24 cm. The third is supporting media in the form of tote bag, t-shirt, sound sensor poster, poster Qr, x-banner. Next is an Instagram feeds with a frame size of 1080 * 1080 px and an Instagram story with a size of 1080 * 1920 px, and the characters oberry family made by styrofoam high 20 cm.

Design Media

The general idea is to design an agricultural educational illustrated book with an interesting adventure story so that it can attract brand awareness towards children aged 7-12 years by introducing La Fresa characters.

Figure 9
Main media part 1

First make a concept, with regional culture from Japan and Indonesia. Conduct research from the area, then create characters by wearing their regional costumes digitally in Photoshop and storyboards from the first to the last creation in Adobe Photoshop software.

Making the front and back cover of the book, the author discussed with clients and lecturers to design the concept and wrote the title "LA FRESA BERSAMA KELUARGA OBERRY". Next, sketch and color in Adobe Photoshop and use a textured brush in order to convey the concept, education and be closer to the target of children aged 7-12 years. And educational writing, Oberry's story, which will be included in typography in the Adobe Illustrator software, adjusts the layout of the educational illustration book.

Supporting Media
Figure 10
Supporting Media (Totebag)

Figure 11
Supporting Media (T-shirt)

Figure 12
Supporting Media (Sound sensor poster)

Figure 13
Supporting Media (Poster QR)

Figure 14
Supporting Media (X-Banner)

Figure 15
Supporting Media (Characters Oberryfamily made by sterofoam)

Figure 16
Supporting Media (Feeds Instagram)

Figure 17
Supporting Media (Story Instagram)

4.   CONCLUSIONS AND RECOMMENDATIONS

Children 7-12 years still do not understand education agriculture of strawberry, an illustrated story book that has an educational and promotional theme about Japanese strawberries with the concept of a story that is both fun and learning, children who read can find out about strawberries, from not knowing to knowing. This book certainly needs to be accompanied by parents and given more direction to children, because the contents of the book are about the education of strawberry plants from seeds to fruit, becoming fertile, and processing strawberries into snacks. Application of illustrations for promotion and education in the Japanese strawberry story book La Fresa, book illustrated get book helps education agriculture, teaches responbility, discipline, patient, comfort, and confidence in children.

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