

## ILLUSTRATIVE FUNCTION IN CHILDREN'S STORYBOOKS ON THE LAW OF CAUSE AND EFFECT IN BUDDHISM

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### ABSTRACT

*One of the regional assets that have Religion is very important in Indonesia and plays a very important role in people's lives (Iqbal Hakim, 2020). The Law of Cause and Effect (Paticca samuppada) explains that everything that happens in the universe is a series of causals. According to Pediatrician, consultant for growth and development dr. Soedjatmiko Spa (K) Msi said children at the age of 7-12 years experience a stage of developing abilities and knowledge as they grow. However, not many children know the Buddhist teachings on the Law of Cause and Effect, therefore it is necessary to design a Children's Illustrated Book on Buddhism on the Law of Cause and Effect for ages 7-12 years. In order to increase a strong sense of morality and not be easily influenced by the negative values around them, illustrated books become an effective alternative medium for learning for children. The design method uses Robin Landa's method which consists of Orientation (Interview, literature and questionnaire), Analysis, Concept, design, and implementation. The design process uses adobe photoshop to get texture and depth in color.*

**Keywords:** Children book, law of cause and effect, teachings of Buddhism

### 1. PREFACE

Religion is very important in Indonesia, and plays a very important role in people's lives. There are at least 6 major religions in the world. These six religions have a significant impact on the life of society, nation, and state. Buddhism or Buddhism is one of the six recognized Buddhisms in Indonesia. This religion is based on the teachings and life guidelines taught by Gautama Buddha, who lived in India in ancient times. The number of Buddhists living in Indonesia is relatively small, only about one-seventh of the total population. This number is also no more than 4 million people. Buddhism is the second oldest religion in Indonesia, and it has a long history here (Iqbal Hakim, 2020).

Providing religious learning to early childhood is important for parents because it helps their children develop a strong faith. It is important for children to have enough religious understanding so that they can distinguish between right and wrong. To protect himself from potential dangers, such as the danger of promiscuity, etc. Through religious learning, the child will be introduced to God that assure the child of God exists by introducing His greatness. By telling inspiring stories born from their respective religions is also the first step to introduce children to all goodness both in attitude, manners and daily behavior.

According to Pediatrician Consultant Growth and Development - Social Pediatrics Master of Science in Developmental Psychology DR dr Soedjatmiko SpA(K) Msi said elementary school children between the ages of 7-12 years experience the most intense transformation process in their lives. At this stage, children are in the stage of developing new abilities and knowledge as they grow physically. So when children already know religious learning a child will be better able to understand himself when growing up, with religious education from an early age can help

them develop a strong sense of morality so that they are not easily influenced by the negative values around them.

When the child is already aware of religious learning, it will have a big impact on your child's character in the future. A child who has been educated in religion from an early age will be better able to understand himself when he grows up. Early religious education helps them develop a strong sense of morality so that they are not easily influenced by the negative values around them. Although religious knowledge is very important, the Child should also not neglect general knowledge. The character of a child depends on the environment in which he grew up, including his family, school, and society (febrina, 2017).

Many teachings or books of the Law of cause and effect are born from their respective religions. One of them is the Law of cause and Effect (Paticca Samuppada) is the law of cause and effect of interdependent musabab. The Law of Cause and Effect (Paticca samuppada) explains that everything that happens in the universe is a series of causals. Something happened because it was caused by something else. In simple terms it can be exemplified; B exists because there is A, and there is C because there is B. Meaning that everything that happens is caused by a relationship. The teachings of Paticca Samuppada aim to show the truth of the real situation, that everything arises or happens because of a cause (Ayu Rustriana, 2020).

## **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**

The data collection stage required for a series of stages. To collect materials, we need to ask the designer and the design team some questions. The following is how the data was collected by interviewing the chairman of the monastery's Sunday school board, Tjandra and Henky, as well as interviewing child psychologist lecturers and child parents. secondary data conducts questionnaires to children. and the latter uses the method of collecting data by reviewing scientific books, literature, journals, research reports, and articles and other written sources in print and digital media related to the problem to be solved.

### **Analysys and Strategy**

The designer stage conducts a review, finds, as well as plans. At this stage, the data that have been collected from the previous orientation stage are analyzed..

### **Design Concept**

An effective design is a design with a mature concept. Design is the process by which a designer uses their creative power to create something new. From this design concept, a design can be realized. It is usually made to answer how and why.

### **Design Development**

This stage is the stage where the design will begin to be realized. The design stage can be done non-linear, so that each process can be well documented.

## Implementation

The implementation stage is the stage for the design of the media to be used in progress. Once the design is approved and no longer requires revision or change, it can be implemented. The implementation can be in print or digital form.

## 3. RESULT AND DISCUSSION

### Target Audiences

For the primary target audience of boys and girls aged 7-12 years, as well as the secondary target audience of parents who have children 7-12 years old with upper middle class (AB) segmentation. The target audience is domiciled in Jakarta.

### Key Facts

The child does not yet know the Buddhist teachings "Law of Cause and Effect", the child is easy to imitate and imitate, Delivered through illustrated books, more interesting and easy to understand through visuals/images displayed, Children like bright colors, with sans serif fonts.

### The Concept and Creative Strategy

#### *Creative Strategy*

#### Figure 1

#### *Metta and Viriya Character*



The design of this illustrated book uses a whole brain strategy strategy, because it uses creative ideas, is in color, type of layout, and visual or image that can make it easier for children to capture information and build imagination about Buddhism regarding the "Law of Cause and Effect".

#### *Creative Concept*

This designed Illustrated Book has a Buddhist theme of "The Law of Cause and Effect." this design is designed to provide information to be conveyed through the illustratu of Buddhism on the "Law of Cause and Effect" as well as to provide examples of the "Law of Cause and Effect" of good and bad deeds. This design is intended for children aged 7-12 years, where at that age children experience the most intense transformation process in their lives. At this stage, children are in the stage of developing new abilities and knowledge as they grow physically. Early

religious education helps them develop a strong sense of morality so that they are not easily influenced by the negative values around them.

### Creative Decision

#### Verbal Decision

The layout in the book is made freely and not rigidly, with an informal delivery, as well as colourful colors for children's illustration books. The illustration style is customized for illustrative stories with execution using photoshop applications. To determine the style of illustration to be applied, the authors conducted a questionnaire to a total of 101 children and parents. In the questionnaire, characters with small-sized eyes are more in demand among children.

#### Visual Decision

(a) Book Type: Children's illustration books; (b) Book Format: Box, size 21 cm x 21 cm; (c) Number of Pages: 40 Pages; (d) Anatomy Book: Front cover, inside cover, copyright page, content, cover, cover back; (e) Paper Grammatore: Art paper; (f) Binding: Softcover.

### Figure 2

*Design of the Cover Book Front and Back*



The book is designed with bright and colourful colors, and harmonious colors depend on the surrounding atmosphere. Coloring technique that uses gradation so that the resulting image does not look flat.

### Figure 3

*Color Pallate*



### Figure 4

*Fonts used in the Book of "Metta dan Viriya Mengenal Hukum Sebab Akibat"*

Mouse Memoirs  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 A b c d e f g h i j k l m n o p r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0  
 Andika  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 A b c d e f g h i j k l m n o p r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0  
 Playtime With Hot Toddlies  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 A b c d e f g h i j k l m n o p r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0

In the title section using the font "Mouse Memoirs" This font comes to life with a completely animated look. Perfect for lightweight designs, children's books, and the like. This font is a pleasant typeface with a non-rigid shape. In the content of the book, it uses the font "Playtime with hot toddies", namely sans serif to make it more relaxed and easy to read for children and "Andika" as the front cover for author writing and illustrations.

### *Media Decision*

The front cover is a visual that is very important to entice children to read and see this book which contains the title, name of the author and illustrator, as well as the back cover which contains the book number in the form of a barcode, company / organization information, and a summary or synopsis so that the reader can know the content in the book and it is interesting to read more. The front cover features the two main characters, namely, a Metta and a viriya and a bhante, who are in a large field garden so that the narrator can explore more widely to build this children's book story. On the back of the cover there is a synopsis in the book.

For the supporting media for the book, the maker created a learning medium while playing, namely snakes and ladders and activity cards, which can strengthen children's memory of the books they have read and learned. Then there are other supporting media such as Totebags, Stickers, Planner, and Xbanner.

### **Design Media**

#### *Main Media*

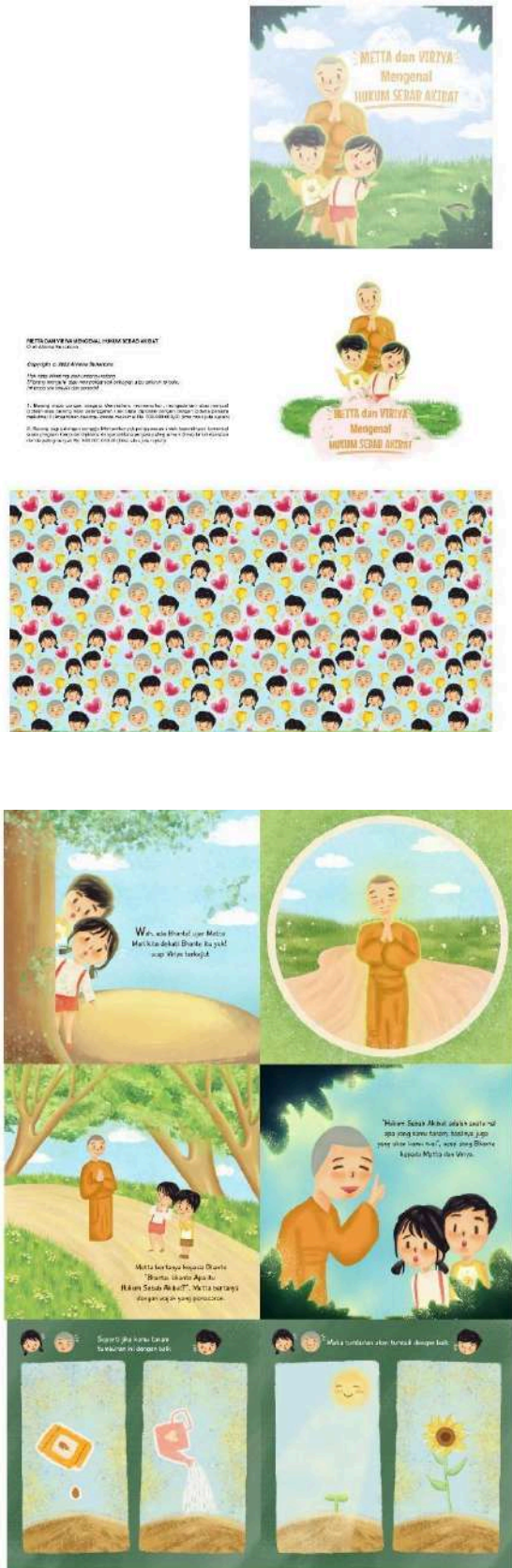
#### **Figure 6**

*The Main Media of the book "Metta dan Viriya Mengenal Hukum Sebab Akibat"*



Figure 7

The Main Media of the book "Metta dan Viriya mengenal Hukum Sebab Akibat"



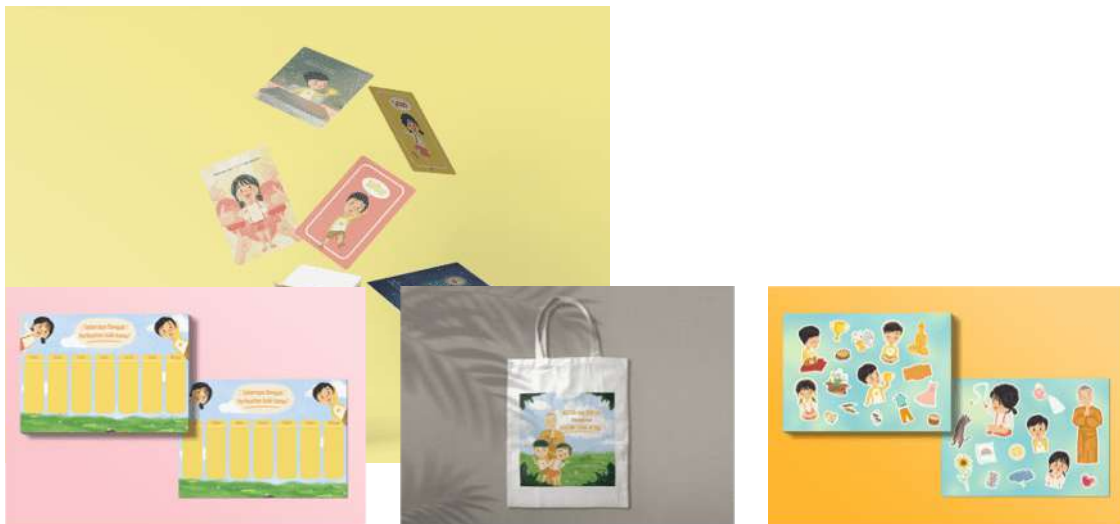








**Figure 8**  
*Supporting Media (Activity cards)*



**Figure 9**  
*Supporting Media (Snakes and ladders)*



**Figure 10**  
*Supporting Media (Xbanner)*



#### 4. CONCLUSIONS AND RECOMMENDATIONS

The design of the children's illustration book "Metta and Viriya know the Law of Cause and Effect" for children aged 7-12 years has a different medium of delivery to learn about the law of cause and effect. Delivery is delivered through visuals and short narratives, visuals become one of the good learning methods for children. The child can do a lot of imagination on the visuals displayed. In addition to helping children learn their teachings, in the book there is also a quiz to test children's ability to remember the material they have seen.

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