

## DESIGNING A BOOK OF MEDICINAL PLANTS IN PUSPANITA ECO SPIRIT CENTER

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### ABSTRACT

*In general, treatment has two types of methods, namely medical or what could also be called medical methods and non-medical treatment, aka traditional methods. Traditional healing methods should develop in our tropical country, Indonesia. Medicinal plants are plants whose parts can be used as medicine. Puspanita Eco Spirit Center medicinal plant garden but needed proper media for information on these plants. The information media that clients need a book about medicinal plants found in the medicinal plant garden at their retreat house, with the target being teenagers aged 16-20 years who are interested in nature and are visiting the retreat house garden. To attract teenagers' attention to reading books on medicinal plants, This research used qualitative methods with interviews with puspanita foundation,, observation, and literature study. Based on brainstorming, the creative concept produced is the keyword "natural healing" with a tone of voice for the comfortable, peaceful, and natural.. Therefore, the color tones used are warm, natural, and the layout design is simple. The medicinal plant book for the retreat house using the applied illustrations. The approach of using illustrations makes the book more appealing and different from typical informational media.*

**Keywords:** book, medicine plants, illustration

### 1. PREFACE

Health is an important aspect that need to be considered in our lives, especially nowadays. Based on Aziz, as cited in Chintia Putri's journal in 2023 , it stated that when experiencing health problems, one of the things needed is to undergo treatment so that the health issues can be resolved. In general, there are two types of treatment methods: medical or also known as conventional medicine and non-medical treatment or traditional methods. Traditional treatment methods are rightfully developing in our tropical country, Indonesia. A well-known traditional treatment methods in Indonesia is "jamu". In Javanese society, jamu has become a custom passed down from generations to generation (Ida, 2015). Jamu is a traditional medicine made from roots, leaves, and other medicinal or beneficial plants. Medicinal or beneficial plants are plants whose parts can be utilized as medicine, such as, tubers, roots, fruits, or other parts. (Kementerian Pertanian, Badan Penelitian dan Pengembangan Pertanian, 2020). Family medicinal plants need to be preserved and cultivated because they can be used as a means to increase productivity and income in an area. They can also be used as first aid for those who are sick before seeking help from professional healthcare providers (Ida, 2015). However, over time, people more often use chemical or medical drugs, such as medications prescribed by doctors. (Siti, 2021). In fact, not all young generations in Indonesia have knowledge about medicinal plants. Therefore, there is a need for ideas to introduce and provide knowledge about medicinal plants.

Medicinal plants have contents that can be used as medicine. Besides cost-effective, medicinal plants can serve as first aid before seeking medical treatment or seeing a doctor. However, the use of medicinal plants should also be consulted with experts or researched for the substances

present in the plants, as they may also have side effects, although trusted medicinal plants are almost unlikely to have them. Knowledge about using medicinal plants is usually passed down from generation to generation. As time goes on, people are becoming more accustomed to using medical drugs or prescriptions from doctors. This has resulted in families slowly not passing down their knowledge about medicinal plants to the current teenage generation. The author found a client model from a retreat house that requires an informational medium for their medicinal plant garden, hoping to provide knowledge about medicinal plants to teenagers aged 16-20 years old. However, from the observation results, there are not many medicinal plant books specifically designed for teenagers. The writer's creative idea to attract teenagers' attention to read these medicinal plant books is to incorporate illustrations into the books.

The researcher found a client model, Puspanita Eco Spirit Center in Ciawi. This place is a natural retreat house that engages in eco-tourism activities, nature therapy, and horticulture research center with the majority of visitors being 80% young people. The place has many plant zones, such as a medicinal plant zone. The medicinal plant zone has many types of medicinal plants, but the information about these plants is unclear. It complicates to introduce them to visitors. Therefore, Puspanita came up with an idea to create a catalog book about medicinal plants in Puspanita so that visitors can easily obtain information about these medicinal plants. With the creation of a catalog book about the medicinal plants at Eco Spirit Center Puspanita, it is expected that knowledge about medicinal plants can be conveyed to the visitors, most of whom are teenagers.

## **2. RESEARCH METHOD**

Data collection is part of the book design process about medicinal plants for visitors to Puspanita, especially teenagers. It is important to understand what can capture the attention of teenagers to read a book as an informational medium, and what kind of drawing style appeals to teenagers aged 16-20 years old. The theory used was the 5 steps of design by Robin Landa. The design used a qualitative method with interviews, observations, and literature studies. After the data were collected, the designer used this data to create a book design about the medicinal plants at Eco Spirit Center Puspanita.

## **3. RESULTS AND DISCUSSIONS**

The implementation of the design stages according to Robin Landa:

### **Orientation**

The design process begins with the Orientation stage to understand and delve into the problem. In this stage, the researcher conducted qualitative research, which included literature studies to ensure the importance of this issue, interviews with client models, field visits to learn about the target audience, and observations to find a drawing style suitable for the target audience. Literature studies are conducted through the internet and journals to find out whether many still use medicinal plants, whether we need to use medicinal plants if there are medical treatments or doctor's prescriptions, and whether knowledge about medicinal plants still needs to be conveyed to teenagers. Based on the literature study results, as stated in the journal by Emilda (2017), Solehan (2015) and *Kefarmasian Indonesia* argued that people in general are starting to abandon the use of traditional medicine due to several factors, namely economic influence, beliefs and culture, social and demographic factors, religion, geography, and personal reasons. The use of doctor-prescribed medications, which typically use chemical ingredients, has side effects. Meanwhile, the use of medicinal plants, although also having side effects, is believed to be safer because it is natural. As stated by Yunita (2022), Indeed, herbal medicines derived from nature are believed to have minimal side effects. Herbal medicine practitioners believed that using the

whole plant can reduce the toxicity (side effects) of the medication. To ensure the safety of using medicinal plants, it is advisable to consult with experts, as stated by Gayatri (2021) that It is advised that before using herbal medicine, patients should consult with a doctor first. Solehan (2015) stated that in fact, not all young generations in Indonesia are aware of this due to their lack of knowledge about family medicinal plants.

The writer found and conducted an online interview with the Chairwoman of a retreat house foundation located in Bogor, Ciawi. This retreat house has a spacious land that includes several natural zones, one of which is the medicinal plant zone. From the interview, it was found that the medicinal plant zone lacks suitable informational media, and not all plants have informational materials. Therefore, there is a need to design a book about the medicinal plants in that particular retreat house. It was also found that about 80% of the retreat house visitors are teenagers aged 8-24 years old who are students visiting or participating in events at the retreat house. However, the target age range for the medicinal plant book is set to be 16-20 years old. The Chairwoman of the retreat house foundation expect that teenagers will gain knowledge about the types and benefits of each plant in the medicinal plant zone. She also stated that not many visitors recognize the various medicinal plants found at the retreat house, and conveying knowledge about medicinal plants to teenagers is still necessary.

Afterward, the researcher conducted a field visit. It was found that the visitors to the retreat house were usually teenagers as students. The medicinal plant zone requires informational media, and the place is filled with various types of plants, ornamental plants, and medicinal plants. In that retreat house, there were 99 medicinal plants previously recorded in documents from LIPI (Indonesian Institute of Sciences) two years ago. However, plant identifiers or informational media are not all present as listed in those documents.

Additionally, the researcher also conducted online observations. Generally, medicinal plant books are designed using plant photos and play with layouts where the book content is predominantly text-based. Illustrations were rarely found in the content of medicinal plant books unless they were intended for children's use

The researcher also visited bookstores, conducted observations to find medicinal plant books suitable for ages 16 to 20, and identified drawing styles that match the preferences of teenagers aged 16-20 years old. It can be concluded that the researcher did not find any medicinal plant books specifically designed for the age group of 16-20 years old, aside from school natural science books. Therefore, the researcher began to look for drawing styles in books targeted at ages 16 and above that include plant illustrations. As a result, teenagers are interested in illustrations with a semi-realistic drawing style with simple or elegant layouts.

### **Analysis**

The title from the collection of data obtained through interviews, bibliography and observation. The results of the analysis were presented in SWOT form as follows: Strength; The retreat house has many medicinal plants that can be introduced. This can attract targets who are interested in nature and want to know new things about plants or things related to nature. Medicinal plants are arranged neatly in the medicinal plant zone because they are separated from other plants. The location of the retreat house is suitable for walks amidst nature because of the width of the retreat house's garden land. Weakness; From observations of visits to retreat houses, not all medicinal plants had identification marks or information media cards. Besides, the information media is not suitable for the geographical conditions of the location of the retreat house, namely in Bogor, a

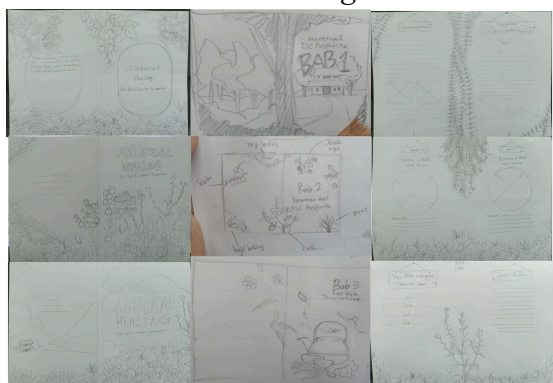
city where it is hot during the day and rainy afternoons which can damage the cards as information media or plant identification marks. The card can be damaged or the contents on the card fade due to exposure to water. Opportunity; From the interview with the Chairwoman of the retreat house foundation, the medicinal plant book to be designed aimed to be sold as a souvenir that can serve as a memory for visitors. The hope is that visitors will read it again and gain knowledge about the types of plants and their benefits. Threat: Based on observations during visits to the retreat house, some plants in the medicinal plant zone are seasonal. Therefore, the writer can only read the informational cards of the medicinal plants without directly seeing the plants themselves.

### Conception

After brainstorming, the researcher came up with the phrase "Nature Healing," which was then changed to "Natural Healing," becoming the creative design concept idea. Therefore, the researcher used warm tones with dominant green colors, aiming to create a comfortable, peaceful, and simple tone of voice. The medicinal plants chosen for illustration were lime and lemongrass because the retreat house served a signature drink called "wedang" using these two medicinal plants. Centella asiatica and dragon scales were also chosen because while these plants are common, not many people know that they are medicinal plants with various benefits and uses. Betel leaves symbolize love and in Malay culture, these leaves are used to welcome guests joyfully and peacefully. Additionally, supporting plants included in the book are butterfly pea flower, ginger, bay leaves, and ylang-ylang flowers. After finalizing the creative concept, the researcher began designing starting with initial sketches. The writer sketched the book cover with alternatives, designed layout templates with decorative illustrations for the introductory pages, foreword, and table of contents. Sketches for Chapter 1 illustrations on getting to know the retreat house, Chapter 2 on the medicinal plants in the retreat house, and Chapter 3 on getting to know more about medicinal plants were also done. Lastly, the writer sketched the main content template of the book which includes various medicinal plants and their benefits.

### Figure 1

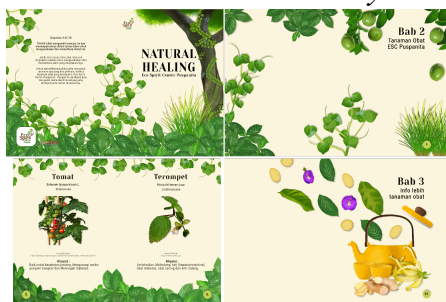
*Sketch From Brainstorming Process*



### Design

The illustration design was created using digital media with Photoshop software and hardware tools such as a laptop and tablet. In line with the observation results, the illustrations were conducted in a semi-realistic style with warm tones and simple designs.

**Figure 2**  
*Semi Realistic Illustration Style*



### Implementation

In this stage, the researcher created a digital mockup as follows: The book will be printed in B5 size using Art Paper. As reported in the article on [soerabaja45.co.id](http://soerabaja45.co.id) (December 20, 2021), Art Paper is a type of paper with a smooth and glossy surface on both sides. Designs printed on it will have sharper colors. The smoothness of this paper type is very suitable for illustrated books.

### 4. CONCLUSION AND SUGGESTION

The observation result found that the drawing style preferred by teenagers is a semi-realistic style. Based on brainstorming, the creative concept produced is the keyword "Natural Healing" with a tone of voice for the comfortable, peaceful, and natural book illustrations. Therefore, the color tones used are warm, natural, and the layout design is simple. From the process of designing this medicinal plant book for the retreat house using the applied illustrations, the writer created a book about medicinal plants. The approach of using illustrations makes the book more appealing and different from typical informational media.

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