THE DEVELOPMENT OF AN ILLUSTRATED CHILDREN'S STORYBOOK

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ABSTRACT

Illustrated children's storybook is an effective medium used to introduce various things to children. Through this book we can provide new understanding and knowledge in a fun way. The presentation in the form of a story and pictures can be more easily understood and remembered by children. Therefore, they can more easily receive and understand information effectively and efficiently. Because of that, many teachers and parents introduce storybooks to their children. This study used design and development research methods. This design was chosen because it is most suitable for creating a new product. The product developed is a children's storybook that introduces culture in tourism places. The objectives of this research are (1) to introduce the culture of tourist attractions to children through picture storybooks; (2) to provide a solution to the problem of lack of socialization about culture in tourism places. The final result of this research is an illustrated storybook for children. The book consists of 50 pages with 25 illustrations. The story presented contains cultural information from six tourism spots. The proportion of stories in this book includes 70% illustration and 30% narration. This research is useful for cultural tourism places in Malang and D4 English Language Tourism Industry students.

Keywords: Culture, children's storybook, folklore, bilingual, illustration, tourism

INTRODUCTION

Malang is an area in the East Java province that is rich in tourist attractions. There are various types of tourism, ranging from culinary, artificial, religious, and even cultural tourism. Cultural tourism in Malang not only offers natural beauty but also traditional ceremonies that visitors can experience. The development of cultural potential can be in the form of products and activities that can attract visitors, such as festivals, traditional ceremony performances, the creation of videos and storybooks. In addition, cultural tourism can increase the love and knowledge of the wider community towards their own culture. According to the opinion of Zagade, Deore, Tathawade, & Patil, (2020), It can be concluded that cultural tourism has an important role in preserving history, customs, and ceremonies that are almost extinct by introducing them to visitors. This is useful for preserving it for the next generation of the nation, especially in Malang.

Unfortunately, the various cultures in Indonesia are starting to disappear due to our lack of awareness of the potential in each region (Arifin, Ulfa & Praherdhiono, 2018). Based on direct observation by researcher, usually information about traditional culture is only conveyed on information boards listed at tourist attractions. As a result, many visitors break the rules due to a lack of knowledge about the culture in the tourist attractions they visit. Not only that, information related to traditional ceremony schedules is also not well informed, so visitors do not know clearly when the ceremony is held. If this problem continues, it will reduce cultural values and people's knowledge of their own culture. This normalization can be fatal if a solution is not immediately found and can even cause the culture to disappear from society. Even the cultural diversity that is unique to Indonesia can be unrecognized by other countries, if its citizens do not want to maintain and preserve it. Whereas the obligation to develop the nation's culture is the duty of the nation's successors in educating its culture for the next generation. To realize this, it can be pursued in various interesting and creative ways so that it is more easily accepted by the community.

Therefore, efforts that align with providing this experience can take the form of educational and communicative tour-guiding activities, participation in traditional activities or ceremonies, socialization, and written stories. Since there are various media that can be used to develop cultural potential, children can learn it based on age-appropriate media, one of which is folklore. Furthermore, folklore can also be an effective means to preserve the nation's culture. The existence of folklore also serves to improve character education for elementary school children. There are at least 4 characters educations that can be taught in children. Those charecter are nationalism, environment, working together and religious value (Ahmadi, Ardianti, & Pratiwi, 2021)

Educating the culture of Malang to children through storybooks is a step in the right direction. The goal is to ensure that regional norms and traditions are not lost. Moreover, early childhood is a period of rapid development during which children are strongly influenced by their environment, including developing a sense of sympathy, respect, appreciation, and love for cultural diversity (Hutagalung & Ramadhan, 2022). This opinion is also reinforced by Citraningrum & Hima (2023)

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who argue that we need to introduce regional culture to children through folklore, because they will be the nation's successor. Therefore, introducing children to folktales that contain moral messages can be beneficial for improving their emotional intelligence and empathy. Additionally, they can learn about their own culture in a relaxed way without feeling pressured. The existence of these folktales helps the next generation preserve their culture and prevent it from being lost in time.

According to the explanation above, this research focused on creating illustrated children story book with the title "Development of Illustrated Children's Storybooks Based on Culture and Norms in Malang Entitled: Ardiningrum, Princess of East Paradise." The storybook was presented with an illustration that can help readers imagine the content of the story. The presence of illustrations also plays an important role in helping to read comprehensively, recall their memories of the story, get additional information that is not in the text, and associate events in the story with the text (Awajan & Al-Omari, 2022)

The same opinion is also conveyed by Al Kamil, Izzaty, & Patmawati (2023), who argues that the use of illustrated storybooks is also beneficial for effectively increasing the self-efficacy and learning interest for elementary school students. The greater the main of the story and the message that can be remembered by readers, the greater the possibility that the culture can be preserved. Therefore, it is hoped that the culture that exists in tourist attractions in Malang can be effectively preserved for the nation's successors so that its existence remains a special attraction for visitors.

METHOD

This research was used the Design and Development Research (DDR) method. According to Richey & Klein (2014), Design and Development Research is a research methodology that commonly used to create new products or develop existing products. This research focuses on making picture storybooks for children that contain culture and norms in Malang. In this study, the researcher directly visited six tourism sites that have cultural potential. The six tourist attractions are Sumberawan temple, Singosari temple, Petirtaan watu gede, Wendit, Kidal temple and Balekambang beach. The selection of tourist attractions is based on the existence of legends, folklore, culture and history in Indonesia that are in the book written by Purwaka, Hadi, Septiana & Syam (2020). Such as the traditional ceremony of Kirab Tirta Amerta Sari which is explained by Puspitasari & Andriyanto (2023) and the information about Grebek Tirto Aji that obtained through the interview process.

The method used in obtaining data for this thesis was to search for sources of information from journals and books and conduct interviews. The participants in this activity were users, tourism administrators, and storybook experts. The interview process is very helpful for researchers to obtain valid and reliable data, while the literature study method serves to complement data that cannot be obtained from the interview process. Data is obtained from books and journals related to cultural information at the required tourist sites.

The data is then processed into a product using the ADDIE (Analysis, design, development, Implementation, and Evaluation) development procedure model. In the analysis section, researcher search for the data by utilizing journals and books from the Ministry of Education and Culture which are considered quite effective and efficient. The data obtained was then sorted

and validated by means of direct interviews. All the data that has been filtered is then processed into a story script. Researcher started from creating a story premise, creating characters, script, and translating the script into English, this part is called the Design process. The next process is development. At this stage the researcher focuses on making illustrations, storybook lay outing, and storybook printing. The finished product was then tested on storybook users via google form. Feedback and suggestions received were then used as product evaluation.

This research produced an illustrated children's storybook about norms and culture in six tourist attractions in Malang. The book is printed in A5 size (14.8 cm x 21 cm) with a thickness of 50 pages. Each page of the book has a composition of 70% illustrations and 30% text. The text of this storybook uses a 14 pt serif font. Illustration colors tend to use soft colors. This provision is made by adjusting how children can effectively capture the content of the message and story nature of the book (Trimansyah 2020).

FINDINGS AND DISCUSSION
Presentation of Product Development Process
The process of making this picture storybook product goes through six stages, namely analysis, design, development, implementation and evaluation. The explanation of the six stages above is as follows.

Analysis
In the first stage of making picture storybook, researcher made observations at several tourist attractions. The purpose of this observation was to find tourist attractions that have cultural values and folklore in them. To achieve this goal, several methods were used to obtain the information. The first method is to find information through literature studies. While the second method is to validate the truth of information from books by conducting interviews with tour guides.

The interviews were conducted two days, on April 5 and April 6, 2024. The tourist attractions visited included Balekambang Beach, Sumberawan Temple, Petirtaan Watu Gede, and Wendit Tourism Park. The points discussed in the interview were about the existence of culture, customs, folklore and ensuring the information in the Malang Regency Culture and Language Profile book. The result is that the tourism site has a traditional ceremony, namely Grebeg Tengger Tirto Aji and Kirab Tirta Amerta

Sari. It can be concluded that the information in the book is valid and can be used as research data.

Design
The design process begins with selecting the topics and objectives needed from the results of data collection, writing a concept grid, and designing the materials. The information taken was about people's beliefs about the holy water of tirta amerta, why the water is sacred, who is in charge of providing holy water for traditional ceremonies, and folklore related to the sanctity of tirta amerta sari. The selected data was then developed into the main topic of the story.

In the writing a concept grid process, there are six stages to go through. The first one is brainstorming ideas, at this stage the researcher will determine the most interesting material from the results of interviews and selected books and journals data. The second step is premise creation,

the premise of this story is the story of a royal princess who seeks a cure to save her village from an epidemic. The next stage is character and place creation, which includes the character's name, physical characteristics, traits, role, and where the character will appear. Next is the creation of the story outline, at this stage there are 50 story outlines arranged on each page. Making an outline serves the purpose of keeping it organized and directed story narration creation, and story illustration concept creation. The next stage is story development, where the researcher develops the outlines into a narrative text complete with a synopsis of the story

After the concept of the story has been completed, the researcher begins to create a design material. At this stage the researcher will group every two pages into one category. From the two pages, one event is chosen to be illustrated. After categorizing the entire page, the researcher also looks for reference images that are used as illustrations. Every illustration has a picture that is similar to a real-life tourism site. The goal is to show the charm of the tourism to the reader. The whole concept is then given to a professional illustrator with regular monitoring conducted by the researcher.

Development
The creation of the storybook was done by an expert illustrator. The stages include creating character designs, understanding the flow of the book as well as the placement of the writing, after that working on sketches, outlines, coloring, and entering narration. The duration of the storybook work lasted for three months with researcher monitoring every week. In addition, every Thursday there will be sharing between researchers and illustrator. The sharing is intended for the researcher's assessment of the illustrations made complete with revisions given from the researcher.

The illustrations made are every two pages of the story. Therefore, there are 25 illustrations in 50 pages. The illustration board sketches include a cover featuring the main character, a view of Indonesia's natural beauty, illustrations of Sumberawan temple, the location of holy water in Sumberawan temple, Singhosari temple, Petirtaan watu gede, Sendang widodaren, candi Kidal, and the beauty of Balekambang beach.

The script and illustrations that have been made are then validated by expert validation. There were two validators who assessed this script. The first validator is a children's storybook script writer named Mr. Moh. Musa Qadarsyah. He focus evaluated the Indonesian script. The scope of the assessment includes story feasibility and language feasibility. There was input given by him, namely the use of shortened sentences, the consistency of the sentences used and also explained the procedure for placing direct sentences in children's story scripts. While the second validator is an English teacher from Malang State Polytechnic named Mrs. Candrika Citra Sari. She focused on the English assessment. The scope of the assessment is also related to the script and language feasibility. There was feedback regarding the grammar used by the researcher and the use of sentences that were still considered too long. The results of this validation made the researcher understand the shortcomings of the script and could revise the script.

Implementation
In the implementation stage, researchers distributed field testing questionnaires to parents or young people who have siblings with an age range of 6 to 12 years. In the questionnaire, the story script was inserted

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via a link from Google Drive. The researcher also provided instructions for completing the questionnaire which were written in the description section. An adult who had access to the story script would show and read the story out load and then help to fill in the questionnaire based on the children's opinions. This stage aims to get responses from users in order to assess their satisfaction and the feasibility of this illustrated storybook. This implementation was carried out on July 16, 2024 through google form. This field testing was completed by 29 local people and 2 foreigners. The results of the questionnaire are shown below:

Table 1. Respondent's assessment

No	Statement	1	2	3	4
Story Content					
1	Is this storybook appropriate for children?			(14) 45,2%	(17) 54,8%
2	Is the story line easy to understand?			(16) 51,6%	(15) 48,4%
3	Is the theme of the story interesting?			(8) 25,8%	(23) 74,2%
4	Did you understand the moral message of the story?			(13) 41,9%	(18) 58,1%
5	Did you learn anything new about the culture, history, or folklore of the tourist attraction in this book?			(11) 35,5%	(20) 64,5%
6	Is the language used in the story easy to understand?			(11) 35,5%	(20) 64,5%
Illustration					
7	Are story illustrations interesting?			(11) 35,5%	(20) 64,5%
8	Are you satisfied with the colour selection for the illustration?		(1) 3,2%	(10) 32,3%	(20) 64,5%
9	Are the illustration of tourist attraction able to make you interested in visiting the place?			(11) 35,5%	(20) 64,5%
10	Do the clothes used by each character represent Indonesian people?		(1) 3,2%	(7) 22,6%	(23) 74,2%

Note: 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Agree

Not only those assessments, the researcher also received compliments in the feedback column. The average compliment leads to the selection of interesting story themes, moral messages that are easy to learn, and illustrations that are able to make user interested. The compliments such as Illustrations used are child-friendly, the illustrations are funny and not boring, great content easy to understand, the story is

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really interesting. However, there were 1% of respondents who disagreed with numbers 10 and 8 because the respondent felt that the illustrations presented by the researchers were less varied. Other inputs include storylines that need to be simplified and writing techniques that need to be improved. Nevertheless, the main comment was about the use of language in the story. The language used is still quite stiff and lacks expressiveness.

Evaluation

In this evaluation stage, researcher improved the storybook based on suggestions from language and story validators. The suggestions included word consistency, selection of words that are easy for children to understand, and sentence length. This affects the meaning received by readers when enjoying picture storybooks.

Table 2. Indonesian script revision

Before	After
Tumbuhan di dekat pemandian tersebut bergoyang tertiup angin. Udara menjadi sangat sejuk dari sebelumnya. "Alam menerimamu. Mereka membalas kebaikan yang sudah kamu lakukan," ucap kucing tersebut sebelum kembali ke dalam botol.	Ketika Ardiningrum mandi, ia merasa udara menjadi sejuk. Tanaman bergoyang ke kanan dan ke kiri. Membuat Ardiningrum bersyukur dengan kekayaan alam yang ia rasakan.

In the table above, it can be seen that the right-hand table is easier to understand and less complicated. The sentences used are also fewer so that it does not make the reader feel bored. Changes in sentences in Indonesian texts certainly affect the translation of the text. The changes can be seen in the table below.

Table 3. English script revision

Before	After
The plants near the bath swayed in the wind. The air was cooler than before. "Nature accepts you. They repay you for the good you've done,"said the cat before returning to the bottle.	The moment Ardiningrum took a bath, she felt the air become cool. The plants swayed to the right and left. It made Ardiningrum grateful for the natural wealth she felt.

The text in English has also changed to be easy to understand than before. The sentence patterns used follow the revised Indonesian text.

CONCLUSION

The research that developed the children's book entitled "Ardiningrum, Princess of The Eastern Paradise" was made using the research method promoted by Richey & Klein (2014). The process of making the product went through five processes called ADDIE. These processes are Analysis, Design, Development, Implementation, and Evaluation. The process of making this book was accompanied by student's thesis supervisors and experts

At the analysis stage, researchers collected the necessary data in two ways. The first way was by interviewing tour guides. While the second way is literature study. This method is done by looking for data sources that contain information as needed. In the next stage, the researcher sorted out the necessary and unnecessary data. The data was used to create the

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premise, story characters, and script. In the third stage, development is the process of developing a script into a storybook product. Researchers create illustration concepts, including illustration ornaments displayed to determine image references that match the tourism site. After the process was completed, the researcher printed the book for implementation Products that have been made in the previous process are tested to respondents to find out their responses. This process is done through google form by giving questions to the respondents.

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