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# DESIGNING CHILDREN'S STORY BOOK AS AN INTRODUCTION TOWARDS SILEK HARIMAU MARTIAL ART

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***Abstract:*** *Indonesia has a martial art, namely the martial art of Pencak Silat. Pencak Silat has various variations due to the diversity of cultures in Indonesia. Unfortunately, Pencak Silat is currently less in demand due to various reasons, but one of them is competition with foreign martial arts. One of the martial arts of Pencak Silat whose existence is threatened is the martial art of Silek Harimau, this is made worse by the absence of written documentation regarding Silek Harimau. Therefore, this design aims to create media in the form of illustrated children's story books that introduce Silek Harimau to children. This design will use descriptive qualitative research methods, and data collection methods in the form of interviews, observations, literature studies, and questionnaire surveys. The design will use the Design Thinking method which consists of various stages, namely: Emphasize, Define, Ideate, Prototype, and Test. These design stages will later produce a media in the form of a illustrated children's story book entitled "Menjadi Kesatria Harimau".*

***Keywords:*** *martial arts; children; picture book; stories*

## Introduction

Pencak Silat is an Indonesian martial art culture. Pencak Silat has its own uniqueness, because it does not only teach you how to defend yourself. But it also teaches you many life's values (Rachman et al., 2021). The cultural diversity in Indonesia also gives Pencak Silat many variations in technique and culture (Rachman et al., 2021). Western Sumatra is a region in Indonesia that is famous for its Pencak Silat. In Western Sumatra, Pencak Silat is called Silek. One of the most well known

Silek and has been the pride of Western Sumatra is Silek Harimau (Agusta, 2021). Unfortunately, currently Pencak Silat is not really in the interest of the public. The leading cause being a competition with foreign martial arts. Such as, Taekwondo, Muay Thai, Karate, etc (Rachman et al., 2021). Silek Harimau also has no written documentation, these problems may cause Silek Harimau to become extinct as a culture.

Therefore, we have to raise awareness and interest of the public (especially

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children) towards local culture. Because children are our next generation. In order for our culture to not be forgotten, they need to be firm and interested towards our local culture (Aisara & Widodo, n.d.). Unfortunately, there are not many media that discusses Silek Harimau, especially for children. These days, children's books in Indonesia are usually filled with novels, short stories, and teenage literature ( Dharma, 2019). These are previous journal articles, that covers similar topic about Pencak Silat and Silek Harimau:

- Information Design for Tiger Silek Martial Arts of West Sumatra through Webtoon Comic Media (Zona, 2019).

- Socialization of Pencak Silat Preservation as Indonesia's Cultural Heritage and Soft Power (Rachman et al., 2021).

- Creation of Pencak Silat Illustrated Books for Children Aged 6-9 as an Effort to Recognize the National Cultural Heritage (Natassia et al., 2015).

- Webtoon Comic Design as Media for Pencak Silat Stories (Ashiddieq & Aditya, 2021).

- The Design of Pencak Silat Comics as a Media of Historical Information and Knowledge (Satriyo Utomo, 2014).

Based on these journal articles, local martial arts such as Pencak Silat and Silek Harimau tend to be viewed as ancient and outdated. These journal articles also described the lack of media that covers most local martial arts.

Acknowledging there are urges on creating a media for children to raise their interest towards Silek Harimau, it becomes the background for the author to design a children's story book as a media to introduce children towards Silek Harimau. The book will have a fictional story, accompanied with many facts about Silek Harimau.

Designing a children's story book that introduces children towards Silek Harimau, is the main difference of this design from other designs. Most designs used digital comics, and information books for their media. This book will also mention some cultures of Western Sumatra as a cultural approach.

## Methodology

### 1. Research Methods

In this design, the author will use qualitative descriptive research methods, the author used qualitative methods because the author will research an object that is a local martial art called Silek Harimau. This qualitative research will be using a descriptive approach. Because the data that has been obtained by the author will be analyzed, and the result of the analysis will be a description from the object of the research.

### 2. Collecting Data Method

In this design, the author used the following methods to collect data:

- Interview, the author interviewed Edwel Yusri Datuak Rajo Gampo Alam. He is the master of Silek Harimau martial art. The purpose of the interview is to collect data about Silek Harimau martial art. Other than the master of Silek Harimau martial art, the author also interviewed Lenny Wen, she is an author and a writer of children's story book. The author interviewed Lenny Wen to gain insights about designing a children's story book.

- Observation, to obtain any information about the existence of a book about Silek Harimau. The author commenced an observation at the bookstore website, and many e-commerce sites such as shop-

ee and tokopedia. The author also visits many Gramedia Book Store to observe the competitor product.

- Survey, the author used likert scale questionnaires. The author chooses young parents as the respondent with purposive sampling. The purpose of this survey is to know which variables are important to the respondents. These questionnaires will be analyzed through interval technique.

- Literature Review, to support the design the author collects many data by reviewing many literature media.

### 3. Design Method

After collecting data, the author commences the design process by using a design thinking method. According to Kelley and Brown (2018) as cited by Mawarni, (2021), design thinking has a couple of steps. Here are the steps of design thinking:

1. Empathize, on this step the author collects data to find out the problem that will be used as the background of the design.

2. Define, on this step the author already knows the problems and the needs of the user. Therefore, on this step the author will determine which design will be made.

3. Ideate, on this step the author decides on the idea, concept, and strategy for the design.

4. Prototype, on this step the author already created the prototype of the design from the idea, concept, and strategy.

5. Test, on this step the author tested the design to the user and experts.

### Result

There are two results from this design. Which are Main Media and the Supporting Media. The main media is a Children's Story Book, which introduces Silek Harimau to children. While the Supporting Media, are the media that promotes the Main Media.

### 1. Main Media

Following are the specifications of the main work of this design as can be seen in Fig. 1;

- Size (cm) : 20x20cm

- Paper Type : Art Carton 260gsm

- Lamination : Doff

- Type of Cover : Hard Cover

- Volume : Case Binding

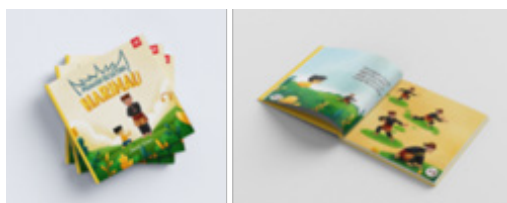Number of Pages: 39 pages (1 Half Title, 1 Copyright Page, 37 Main Texts)



Figure 1. Book's Mock Up
(Source: Personal research documentation, 2022)

### 2. Supporting Media

The design of supporting media will be divided into two categories, namely above the line, and below the line. Each supporting media retains the looks, tone, manner, and mood of the main media.

1. Above The Line

- Instagram and Facebook Feeds

Instagram and Facebook feeds are used as the media to notify people regarding book release events, and to remind people that the book has been released. The design is made by following the concept of the main media. The Instagram and Facebook feeds are using the illustrations of the main media and using the GoodDog Plain and Caveat font. The Instagram and Facebook feeds are used during the pre-event and post-event as can be seen in Figure 2 and Figure 3.



Figure 2. Pre-event Feeds
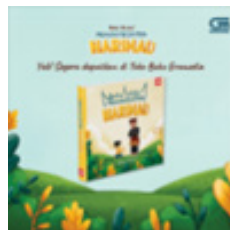(Source: Personal research documentation, 2022)



Figure 3. Post-event Feeds
(Source: Personal research documentation, 2022)

- YouTube Ads

The YouTube ads contain the information of the event because it will be shown during the pre-event period. The ads also have the book name style so that the media will be recognizable as shown in Figure 4.



Figure 4. YouTube Ads
(Source: Personal research documentation, 2022)

- Web Banner

The aim of the web banner is to attract the attention of potential customers and provide information to potential customers regarding products and upcoming book release events. The web banner will be shown during the pre-event period. This can be seen in Figure 5 below:



Figure 5. Web Banner
(Source: Personal research documentation, 2022)

- Poster

There are going to be two kinds of posters which are the pre-event and post-event posters as can be seen in Figure 6 and Figure 7. The aim of the pre-event poster is to attract the attention of potential customers and provide information to potential customers regarding products and upcoming book release events.



Figure 6. Pre-Event Poster
(Source: Personal research documentation, 2022)

The post-event poster has the purpose of attracting the attention of potential customers and to notify that the book has been published and can be found at the Gramedia bookstore.



Figure 7. Post-Event Poster
(Source: Personal research documentation, 2022)

- X-Banner



Figure 8. X-Banner
(Source: Personal research documentation, 2022)

The x-banner as can be seen in Figure 8 aims to attract attention during the event so that it can attract potential customers to come to the booth to buy the book. The design emphasizes product and event information. The x-banner will be used during the event.

- Hanging Banner



Figure 9. Hanging Banner
(Source: Personal research documentation, 2022)

The hanging banner is made to attract potential customers' interest and curiosity about the stories in the book. The hanging banner will be hung at the ceiling of the Gramedia bookstore. The hanging banner has some teaser of the book so the potential customer will be curious about the book. The hanging banner will be shown during the post-event period.

- Tent Card



Figure 10. Tent Card
(Source: Personal research documentation, 2022)

The tent card as seen in Figure 10 is made to attract potential customer interest and curiosity about the stories in the book. The tent card will be displayed at the cashier of Gramedia bookstore.

2. Below The Line

- Gimmicks (Totebag and Keychain)



Figure 11. Totebag and Keychain
(Source: Personal research documentation, 2022)

These gimmicks seen here in Figure 11 aim to attract potential customers to buy products. The gimmick keychain was chosen because it is suitable for the target of the segmentation, while the totebag is felt to be useful especially during events to bring books. The totebag and the keychains design is the same as the one on the book's cover.

- Booth



Figure 12. Booth
(Source: Personal research documentation, 2022)

The booth will be used during the event as a place to buy books. The booth design is adjusted to be similar with the design of the book as can be seen here in Figure 12.

- Uniform



Figure 13. Uniform
(Source: Personal research documentation, 2022)

This t-shirt uniform was made for employees in the booth to wear. The uniform has the namestyle of the book on the front. There are the use of several logos such as: the Gramedia, Silek Art Festival as well as a sentence to persuade children to learn about Silek Harimau as can be seen in Figure 13.

## Discussion

### 1. Emphatize

Survey

Based on the results of the questionnaire survey filled by 102 respondents, the respondent reached many following conclusions:

- Children's story books would be more interesting if they were equipped with pictures and bright colorful colors.

- Children lack knowledge and interest towards local cultures.

- Parents tend to choose children's books with a cultural theme in it, instead of other themes.

- Parents feel that books are a great medium for children to promote their growth, and parents tend to choose physical books instead of digital books.

Based on the result of the interview with Edwel Yusri Datuak Rajo Gampo Alam the history and knowledge of Silek

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Harimau is passed down verbally. In the era of Datuk Suri Dirajo's Kingdom, the king had a knight called Harimau Tjampa. Harimau Tjampa used a martial art technique called Silek Harimau.

Based on the result of the interview with Lenny Wen, Indonesian children's story books tend to explore religious and moral themes. Lenny Wen thinks that children's story books can adopt any kind of art style. She also commented that children's story books need to use the proper words that fits to be read by children. Lenny Wen thinks that children's story books are an effective medium for children to learn.

Lenny Wen also thinks that using children's story book as a media to introduce local culture to children is a positive thing, and she also thinks that the children will be more interested towards local culture if children's story book covers the local culture theme with interesting story, relatable characters, suspense, and illustrations to raise the value of the story.

The author commenced an observation by searching books that discuss the local martial art Silek Harimau on Gramedia's website, Shopee and Tokopedia e-commerce. The author also visited many Gramedia Book Store to observe the competitor product. Based on the results of the observation, the books that discuss Silek Harimau are really rare, especially for children. Most children's books tend to have a fictional fantasy theme that is equipped with morals lessons. Children's books that discuss local culture tend to be rare. Based on the data that have been collected and after reviewing many literature media. The author has reached a conclusion that Silek Harimau has a really small number of enthusiasts, and there is no written documentation. There are not enough Children's books that discuss cul-tural themes. Children tend to be interested in children's story books that have bright and colorful colors.

## 2. Define

In this step the author defines the solution to the problems that arise from the background. In this design, the author decided that "Children's Story Books as Media for Introducing Silek Harimau" for children, especially boys aged 7-9 years, can be used as a solution to the existing problems.

## 3. Ideate

This step started by the author started developing ideas, strategies and concepts for the design. These ideas, strategies and concepts will be applied in the process of designing the book based on existing theories. Before creating ideas, concepts and strategies the designer draws up a SWOT strategy from a SWOT analysis.

Table 1. SWOT Strategies
(Source: Personal research documentation, 2022)

|  | Strength (S) | Weakness (W) |
|---|---|---|
| Opportunities | SO Strategy, designing children's story books with cultural values. | WO Strategy, the book focuses on introducing Silek Harimau. |
| Threats | ST Strategy, designing a book with interesting illustrations, so children will be interested in reading the book. | WT Strategy, using illustrations to introduce Silek Harimau, and making children interested in reading the book by using gimmicks. |

Based on the SWOT analysis, the author will be using WT strategy as the strategy in the design. Making a book with interesting illustrations to introduce Silek Harimau. Other than using illustrations, the author planned to use many gimmicks to raise interest and brand awareness.

### 4. Prototype

In this step the author has turned the idea, concept, and strategy into the design. Which is a children's story book.

### Mood, Tone, Manner and Looks



Figure 14. Moodboard
(Source: Personal research documentation, 2022)

Mood, tone, manner and looks of the design can be seen in the moodboard of the design on Figure 14. For its looks, the children's story book used an illustrative look. The tone of the book is colorful and bright colors. The author dominantly used warm colors (mostly yellows) for the book. The author also used blue and green colors to balance the tone. The purpose of using warm colors as the dominant color is to convey fun and exciting feelings towards the reader. The author used an uplifting manner, so the reader can feel uplifted when reading the book. The author expects the book to have an encouraging mood so the readers can feel spirited while reading the book.

### Characters

The author uses shape language to design the characters. Here are the designs of the character:

- Tito

Tito is the main character of the story. The author wants the character of Tito to be likable, friendly, active, and fun. Therefore to convey those characteristics, the author made Tito's character to be physically curvy and rounded. Because curvy and rounded shapes tend to show a welcoming and warm feeling. Other than shape language, the author also used colors to convey such characteristics. Tito's character can be seen at Figure 15.
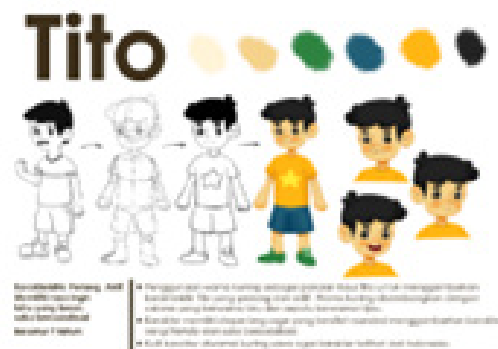


Figure 15. Tito's Character
(Source: Personal research documentation, 2022)

- Kakek

Kakek means grandfather in Indonesia. In this book Kakek is Tito's grandfather, the author wanted Kakek to have wise and trustworthy characteristics. Therefore, the author tends to draw Kakek's character with a square shape. Because square tends to convey big, strong, calm and trustworthy characteristics. Kakek character can be seen in Figure 16.

Figure 16. Kakek's character
(Source: Personal research documentation, 2022)

## Colors

The author uses color to convey and express moods. In this book the author used many bright and colorful colors.

The main colors of this book are yellow, blue and green as the Color tone can be seen in Figure 17. The author used yellow as the dominant color, to convey moods such as exciting, fun and warm. But the author also balanced the tone of the book, by using blue and green color.



Figure 17. Color Tone
(Source: Personal research documentation , 2022)

## Typography



Figure 17. Color Tone
(Source: Personal research documentation , 2022)

In the title of the book, the author uses Good Dog Plain and Bahnschrift Bold Semi Condensed fonts as can be seen here in Figure 18. GoodDog Plain is used in the words "menjadi". The GoodDog Plain font is handwritten, then for the Bahnscrift font is edited again by changing the thickness of the strokes in the writing. This makes the Bahnscrift font look more handwritten. This font was chosen for the title because it matches the mood and tone that the author wanted to convey in this book, namely uplifting and fun. Apart from GoodDog Plain and Bahnscrift, designers also used the Caveat font for the body text. This handwritten font was chosen because it doesn't look stiff and because it's sans serif body text which makes it easier to read as shown in Figure 19.

## Layout and Grid

The design of this book uses a circus type layout and also a picture window type. For the grid the designer uses the column and manuscript grids as shown in Figure 19.



Figure 19. Layout and Grid
(Source: Personal research documentation, 2022)

## Imagery

This book has an imagery concept in the form of cartoon-style illustrations. This book uses the characters as the main illustrations as can be seen here in Figure 20.

Figure 20. Tito's Imagery
(Source: Personal research documentation, 2022)

As a supporting element, this book uses many floral illustrations, Minang culture (Rumah Gadang, Songket, Deta) as shown in Figure 21.



Figure 21. Rumah Gadang's Imagery
(Source: Personal research documentation, 2022)

## Namestyle

An element is added to the top of the namestyle, which has a shape similar to the roof of the Rumah Gadang. As shown in Figure 22.



Figure 22. Namestyle
(Source: Personal research documentation, 2022)

This is to provide a characteristic for the namestyle so that it can become the identity of the book and does not look too general. Part of the namestyle "Menjadi Kesatria" uses the font GoodDog Plain in the form of handwriting typography. Then, for the "Harimau" the author uses the Bahnscrift sans serif font which is modified to looks like handwriting typography. The "Harimau" in the namestyle is enlarged to emphasize the Silek Harimau.

## Cover

The designer makes the cover with various illustrations on the front and back of the cover, as shown here in Figure 23.



Figure 23. Book's Cover
(Source: Personal research documentation, 2022)

These illustrations are pictures that will be in the book so that readers understand about the book.

## Key Visuals

This book uses character designs and its illustrations characteristics to be used as key visuals, as can be seen in the illustration in Figure 24.

The characteristics of the illustrations in this design can be seen from the characters illustrated with curvy shapes, the use of thick eyebrows in each character. Apart from the characters, there is also a feature of using textures on the illustrations.
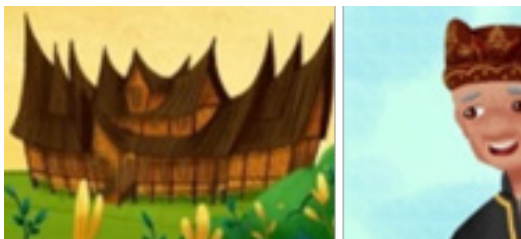
**James Trisno[1]**
**Yana Erlyana[2]**

Figure 24. Book's Illustration
(Source: Personal research documentation, 2022)

**Storytelling**

This book uses a storytelling plot that uses one of the universal plots Voyage and Return. The plot focuses on the main character who visits a new and unfamiliar place. On this plot the character will discover new things (Ffion, 2015). It's the same with the story of Tito coming to his grandfather's house which feels new and foreign to Tito.

This book uses the storytelling technique Monomyth or it can also be called The Hero's Journey. In this technique the main character or "hero" comes to a new place and faces challenges and gains new knowledge (Ffion, 2015). This book tells the story of Tito who visits a new place and learns about Silek Harimau from his grandfather. This is in accordance with the Monomyth technique.

**Test**

At this stage, the author commenced a product trial by asking for criticism, opinions and suggestions from illustrator and writer of children's book Lenny Wen. Lenny Wen stated that visually this book has satisfying and great visuals. However, the story line can still be polished by providing conflict. Apart from conducting trials on expert designers, the author also conducted trials on prospective customers, the results of these trials were:

- The design has bright and colorful colors that are suitable for children.

- The design is fun and easy to follow.

- The illustrations are great.

From the results of these trials it can be concluded that designs with bright and colorful colors tend to be liked by children.

## Conclusion

The result of this design process is a children's story book called "Menjadi Kesatria Harimau" which aims to introduce Silek Harimau martial art to children. The designs are expected to have implications in the form of raising awareness of the public and children towards local martial arts in Indonesia, especially Silek Harimau.

There are limitations in the design, such as the Silek Harimau material which isn't entirely discussed. The author feels like there was not enough time to observe the movements in Silek Harimau. It is hoped that this design can be used as a reference for designers and researchers with similar topics in the future. In creating a design, it is necessary to have a deep understanding of the problem under study so that it can provide a design with a very appropriate solution. In the next design, the designer is advised to discuss Silek Harimau in more detail. Apart from that, it would be better if the stories that were prepared were given more attention by giving the story elements of conflict so that the story would be more interesting.

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