



Designing An Illustrated Book as An Educational Media Regarding Traditional Lampung Cakes to Increase Children's Interest in Local Products

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ABSTRACT

Lampung Province has a variety of traditional cakes, such as Selimpok, Sekubal, Engkak, Bangkit, Lapis Legit, Bebai Maghing and many others. However, some people prefer modern food such as bread in bakeries which are starting to emerge which are very popular with today's young generation, especially children, because of lifestyle factors. From data from interviews and questionnaires on children aged 6-12 years, they do not clearly understand the origins of regional cakes, the names of some regional cakes, and some have never tasted these regional cakes. Therefore, a media was designed in the form of a book illustrating Typical Lampung Traditional Cakes as a learning medium for children aged 6-12 years based on illustration work for education related to these traditional cakes, because children tend to like lots of pictures that add fun information, are easy to understand, and have interactive designs for children.

1. Introduction

Culinary is a cultural identity and every time someone visits an area, the culinary delights are always unique to that area. One of them is a typical regional cake which plays an important role in shaping culinary tastes throughout Indonesia. Typical regional cakes are regional specialties that have long been developed by the community and represent the image of culinary taste (Firdhiana & Pangganguspa, 2021). Lampung Province has a variety of traditional cakes. There are many traditional Lampung cakes that are very diverse and unique, which are made by local residents to eat themselves or buy from producers. Some of them are Selimpok, Sekubal, Engkak, Bangkit, Lapis Legit, Bebai Maghing, and others. Traditional cakes have an appetizing taste and quality and leave memories for those who have tried them even though the ingredients and process of making them are very simple. (Sari et al., 2023).

In the current era of advances in information technology, traditional cakes are starting to be replaced by various types of food with new models, some people prefer bread from newly marketed bakeries because the taste and color are more attractive which is very popular with today's young generation, especially children. They do not clearly understand the origins of regional cakes, the names of some regional cakes, and some have never tasted these regional cakes (Angelia et al., n.d., 2013). As a result, traditional cakes are increasingly losing their position, making traditional cakes increasingly unpopular and difficult for children to recognize. Therefore, it is important to increase awareness of local products as one of Indonesia's traditional cultures among children growing up today (Mujahidah et al., 2021).

According to Sarah, the exploration stage begins when children are two years old, children have acquired visual or sensory knowledge and then stored it in their minds. Children often like simple, interesting, and colorful shapes. Visual intelligence is intelligence that must be developed in children. (Kurniawati, 2023). Visual media is often used in the learning process. This is because children like visual media rather than writing, especially if the images presented are full color and look realistic. With visual media, teachers can increase children's attention, accuracy, and orderliness, increasing their learning concentration (Rozi & Siti Rahayu, 2022).

Children aged 6-12 years only know one type of cake and most don't know. Children tend to know typical regional cakes, but they don't know the name of the cake. This knowledge is very important to introduce and preserve regional cakes in your city, considering the initial stage of interviews. By designing this illustrated book, it is hoped that it will be able to help encourage children's reading behavior from an early age, because it can introduce Indonesian culture through simple things. Reading is an action and ability that is uniquely human. Therefore, the ability to read does not appear by itself, the habit will exist if it is positive and does not harm other people. This is why the ability to read does not arise naturally but is encouraged through interesting reading activities and habits. Parents must be aware that their children's main educational goal is a love of reading, and they must actively encourage and guide their children to love it. Thus, parental involvement will help foster interest in reading from an early age (Safilitha et al., 2023).

Illustrated books that are well illustrated will contribute to the development of children's language and literature. They can improve oral communication, cognitive thought processes, expression of feelings, language appreciation, and artistic sensitivity. This is possible because illustrated books are considered to increase children's interest and desire to read (Yogha et al., 2020). Because children are very interested in pictures or visual representations before they speak, illustrations are very important in children's illustrated books. Children are usually interested in reading books with interesting pictures and illustrations. Attractive illustrations help children understand objects, characters, and settings as well as the content and context of the books they read. Children who are not good at reading can also understand the contents of books through the pictures and illustrations in them (Darmawan & Daniar, 2023).

The author hopes that the aim of designing this illustrated book is to provide education to the public, especially children, about traditional Lampung cakes, as a form of appreciation and love for the Lampung region. One effort to preserve this traditional cake is by reintroducing illustrated books for children. This illustrated book media was chosen as a learning medium based on illustration works to increase children's interest in reading because children tend to like lots of pictures that add fun, easy-to-understand information and interactive designs for children.

2. Method

This design uses a descriptive qualitative approach, the author will describe a phenomenon based on experience and the results of interviews and written questionnaires conducted by children aged 6-12 years. The stages of the descriptive qualitative approach to interview.

It is the process of requesting information about research through face-to-face questions and answers with respondents or sources, which is carried out by interview guidelines (Pratama & Yasa, 2020). The author conducted direct interviews with children aged 6-12 years as the target audience for research on illustrated books about traditional Lampung cakes. Based on the results of interviews conducted with children aged 6-12 years, there is minimal information regarding traditional Lampung cakes. Through illustration-based books, children can be introduced to traditional Lampung cakes, as a form of appreciation and love for the Lampung region. and increase children's interest in reading.

It is a method used to organize events or occurrences consisting of a collection of questions to obtain information about the research topic being carried out (Amalia et al., 2022). In collecting data for this research, several questions will be distributed through a written questionnaire aimed at children aged 6-12 years in the city of Bandar Lampung regarding traditional Lampung cakes.

After the interview and questionnaire stages, the author then carried out an analysis using the 5 W + 1H approach. This analysis stage is a method of determining the subject's response to problems in the design based on the data collected (Moussadecq et al., 2022). Based on this explanation, a 5W+ 1H data analysis can be formulated, namely:

Table 1. 5W+1H Analysis Results

5W + 1H	Answer	Question
What	What problems occur that require design ?	Karena kurangnya pengetahuan anak tentang produk lokal,
Why	Why should you create a book design of traditional cake illustrations ?	Children can learn and understand traditional Lampung cakes, illustrated books are an interesting educational media for children.
Who	Who is the Target Audience ?	Children aged 6 – 12 years who need education about traditional cakes.
Where	Where does this problem occur ?	Lampung Province, there is no media in the form of illustrated books that visualize traditional Lampung cakes.
When	When did the problem occur ?	When children don't know much about local products.
How	What should be the solution to the problems that arise?	Designing media in the form of picture books as learning media based on illustration works.

Theoretically, the target audience is defined as a group of people with certain characteristics who have the potential to become consumers of a brand (Kadafi et al., 2022). Target audience classification is determined based on demographics, geography, psychography, and behavior. The classification of the target audience for this design is as follows:

Table 2. Target Audience Classification

Aspect	Information
Demographic	Children – Age: 6 – 12 years, Gender: Boys and Girls, Education: Elementary School
Geographical	The geographical area targeted by this audience is Lampung Province.
Psychographics	Children who play an active role in playing and learning activities have an interest in reading and creative learning in everyday life.
Consumer Journey	It was obtained from the results of interviews with children aged 6-12, that most children are interested in illustrations that are particularly cartoon-style.
Consumer Insight	The use of naturalistic illustrations for the cake illustrations makes them look realistic and cartoon illustrations are suitable for children who like picture books and also increase their interest in reading.

Naturalist illustrations and cartoon illustrations are used as a visual approach in this design. Apart from that, to attract children's interest in reading and give them new experiences, so that the messages conveyed in the design can be easily accepted by the public, especially children.

The use of good and correct Indonesian text is because Indonesian is a language that is more common among the public, making it easier to convey the message that will be conveyed in designing an illustrated book.

3. Results and Discussion

3.1 Result

3.1.1. What To Say

This illustrated book will contain information about the meaning of traditional Lampung cakes, the ingredients for making cakes, and the steps in the making process. The information presented in this book uses naturalistic illustrations and cartoons so that it can be conveyed and understood by children.

3.1.2. How To Say

The design of this illustrated book will be made in an informative way to introduce traditional Lampung cakes, with the main target being children, namely using conventional media as supporting media such as notebooks, stickers, tote bags, t-shirts, key chains, mugs and also using illustrated books as a mediator for conveying messages from visuals.

3.1.3. Strategi Media

The main media design was an illustrated book about traditional Lampung cakes, this was done because books are still the main media in disseminating information to the public, especially children in Lampung province. Illustrated books are a medium that helps and increases children's interest in reading and contains illustrations in them. Supporting media that will be used to support the main means of conveying information effectively include : 1) X-banner, as a publication media to provide information through images and help promote and inform about the release of the book 6 Traditional Lampung Cakes to the public, especially children, 2) Flyers, to provide information about the contents of the book so that the target audience who sees and reads them can be interested in the books on offer and 3) Merchandise, to promote the main media, such as mugs, key chains, tote bags, notebooks, and t-shirts.

3.1.4. Mind Mapping

The design of this illustrated book uses a creative approach, namely mind mapping. Mind mapping is a method that is very commonly used to find new ideas, which is based on spontaneity and creativity. Tony Buzan defines mind mapping as an effective and efficient way to express various kinds of data or information from the brain (Moussadecq et al., 2024). The mind mapping method tends to train the human brain to trigger the emergence of ideas and then put these ideas on paper and cluster them into keywords and key visuals. The form of design mind mapping is as follows:

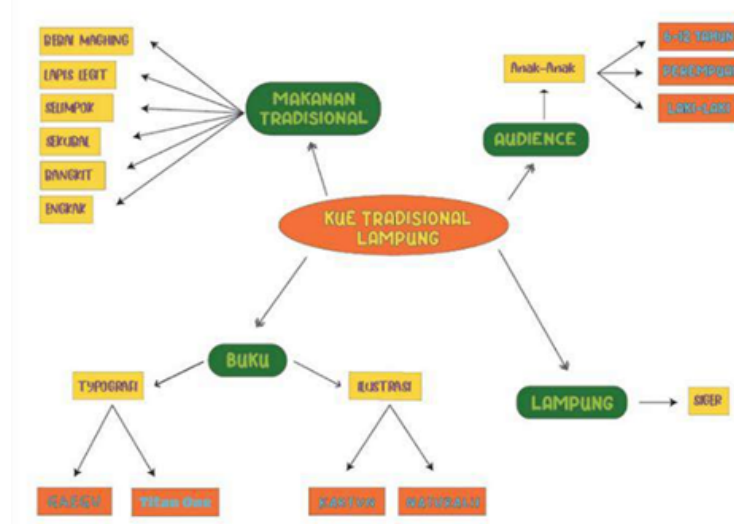


Figure. 1 Mind Mapping Illustration Book Design

3.1.5. Mood Board



Figure 2. Mood Board Design

3.2 Discussion

3.2.6 Design Process

In this phase, the author sketches naturalistic illustrations and cartoons according to the mapping that has been obtained through the process stages, as well as the target audience, namely children who have a cheerful nature. One of the purposes of designing this sketch is to provide a brief overview of the concepts and ideas that will be displayed in the book. After making the sketch, we proceed to the digitization phase using the digital drawing software Ibis Paint and graphic design software, namely Adobe Illustrator. The results of the sketch and digitization process that have been carried out are as follows:

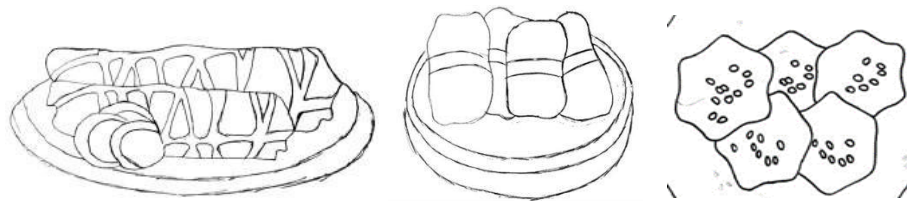


Figure 3. Traditional Cake Sketch

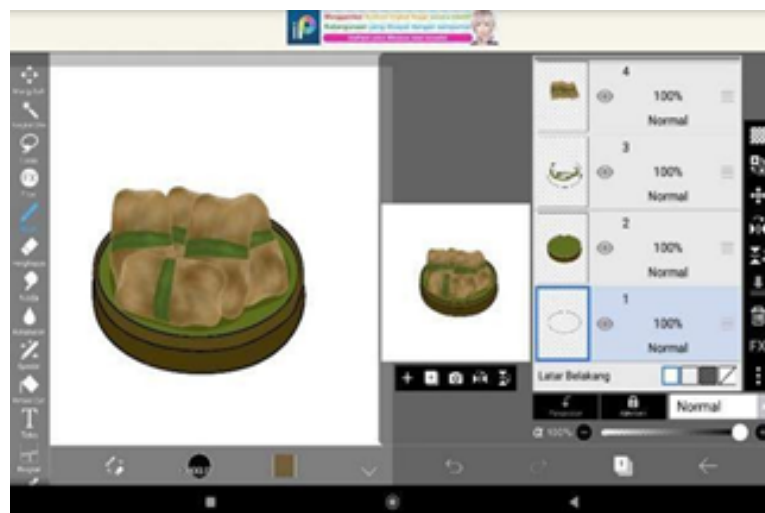


Figure 4. Digitalization With Ibis Paint.



Figure 5. Digitizing Adobe Illustrator.

3.2.7 Main Media

An illustration book entitled 6 Typical Traditional Cakes from Lampung which contains 12 pages with a size of 20 x 20 cm using 150 gsm art paper is the main medium for this design. This book was first created by searching for data from previous journals featuring traditional Lampung cakes. The aim of designing this book is as an illustration-based learning medium to increase children's interest in reading and increase knowledge regarding traditional Lampung cakes. This book explains how to make cakes, the ingredients needed to make cakes, and the history of cake making.



Figure 6. Design Of Main Media

3.2.8. Supporting Media

Media that functions as a complement and assists in conveying information and promoting the main media is known as supporting media. Several products will be used as supporting media as follows: 1) X-banner, making x-banners helps promote and inform about the release of the book 6 Traditional Lampung Cakes. Making x-banners using Adobe Illustrator software. With dimensions of 60 cm x 160 cm using Albatros material, 2) Flyer is a component of infographics, which means displaying data, ideas, information, or knowledge through graphs, charts, schedules, and others so that the data, ideas, information, or knowledge can be seen as more than just text and has a strong and attractive visual effect. (Achmad Dayari & Alwin Subarkah, 2024). The purpose of the flyer is to provide information about the contents of the book so that targeted people who see or read the flyer can be interested in the book. The flyer is vertical or portrait in shape and measures 14.8 x 21 cm (A5). The flyer was made using 150 gr art paper, 3) A t-shirt with a simple design featuring a picture of one of Lampung's traditional foods on the right side of the shirt. The purpose of this t-shirt is to remind the target audience about traditional Lampung food. This t-shirt uses combed 30s cotton material + DTF screen printing, 4) Keychain (Acrylic), which is merchandise printed on two sides of acrylic material measuring 5cm and 3mm thick. As a means of promoting illustrated books

by giving them to young children who will then use them, 5) Notebooks, are used to record important things and are often used as a support for promoting something. Made in A5 size, 6) Tote bags are used to store books, equipment, and other items. Tote bags are very useful for carrying lots of items and make traveling easier and 7) Mugs, are a means to promote this illustrated book so that it is more known among the public, especially children.



Figure 6. Supporting Media

3.2.9 Typography

The type of font that will be used is San serif which has a playful impression because the target audience is children. Sans serif can make text easier for children to read and understand, this helps create an enjoyable reading experience.

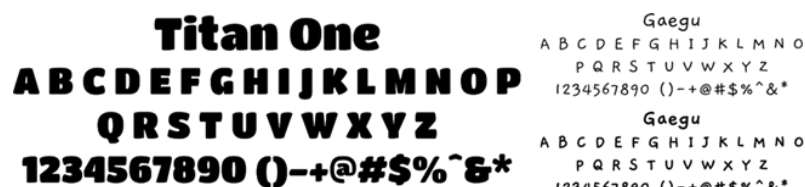


Figure 7. Fontype San Serif Titan One dan Gaegu.

3.2.10 Color

Psychologically speaking, children aged 6-12 years who have a cheerful nature use colorful colors in this illustrated book. The colors and codes are as follows:



Figure 8. Color Palettes Used for Illustrated Books

4. Conclusions

The conclusions made by the author after completing the design of the illustration book "6 Traditional Lampung Cakes" are: 1) The design of the illustration book "6 Lampung Traditional Cakes" was created to introduce and provide education to the public, especially children as a form of appreciation and love. towards the Lampung area, 2) This book targets an audience of children aged 6-12 years in the Lampung province area, 4) This illustrated book makes 6 types of traditional Lampung cakes, 5) Not only does it introduce, this book also contains how to make these cakes and 5) In designing this book, the author uses cartoon-style illustrations and naturalist illustrations using bright colors that suit children's tastes which can attract the interest of children as the target audience. Suggestions that can be given by the author after completing the design of the illustration book "6 Typical Traditional Lampung Cakes" are: 1) Expand the target audience area and 2) Use different design styles or types of illustrations to suit the age of the intended target audience to introduce a variety of traditional cake in Lampung Province.

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