Product Development Of Illustrated Children's Storybook Entitled "Senja" Into Children's Animated Video Stories

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ABSTRACT

Product of illustrated story book for children are very commonly found. In the illustrated story books, there are 2 elements, namely image and text. The image content keeps the child interested with the book as well as helps to tell the event that happened. Existing text describes events and stories. This research discusses the product development of an illustrated story book entitled "Senja" into children's animated video stories. This research uses the research and development methodology. This research was limited to discuss on how to process existing data and images into animation and then merged with narration, background music, and put together to form animated videos. This study also discusses whether additional scenes are needed to improve the storytelling quality in animation. The results obtained from this study that the existing image assets in the illustrated children's storybook can be processed and developed into decent children's animated video stories by adding scenes to support storytelling. Background music that suitable with the scene was also needed to build the atmosphere in the animated video. Narration was also needed to strengthen the scene and storytelling.

Keywords: books, children's illustrated stories, multimedia, animated videos

INTRODUCTION

Books are products that commonly found in the community. Illustrated children's storybook is one of them. The definition of an illustrated story book according to KBBI is bounded sheet of paper containing book of illustrated stories. "Senja" is an illustrated storybook created by the by students of the Visual Communication Design Study Program at Ciputra University, which tells a fairy tale about prince and princess from the kingdom of the moon and the sun. From the early product namely an illustrated story book "Senja" and then processed into digital multimedia works namely animated videos. The image content in the book was taken as a source of visual assets in the development of illustrated storybook into multimedia animated video works.

In the term of multimedia is contained with audio visual elements that are used to support in conveying message to the audience, therefore the audience can be more

interested and absorb the information to be delivered. In its definition, multimedia is an integration of various information by using the facilities of the computer. Multimedia which derived from the word multi which means many or more than one and the word media can be inferred as the presentation of a place. Multimedia is utilizing computer to create and combine text, audio, images, motion video and animation using links and tools that allow the use of navigating, interacting, creating and communicating (Suyanto,2004).

Development of video animation products has been chosen because according to the theory of Multiple Intelligence, humans have different intelligence and learning methods, such as visual-spatial, musical, kinesthetic, verbal-linguistic, interpersonal, intrapersonal, logic-Mathematics and naturalistic (Gardner, 1999). Product development from the illustrated children's storybook into children's animated video stories is considered appropriate since in the multimedia of video animation has the characteristic of combination between audio and visual, therefore it is in accordance with visual-spatial and musical learning.

RESEARCH METHODS

The research method used in this research is the research and development method. The research and development method is a method of research used to produce a specific product, and to test the effectiveness of the product (Sugiyono, 2009). Research and development is a research approach to produce new products or improve existing products (Sukmadinata, 2008). Research and development methods is different with common research that only generates suggestions for improvement. The research results using this method of research and development were products that can be directly used. The result of this study were children's animated video stories entitled "Senja".

In research and development, there are several steps to develop product. Here are the step design diagrams in the research and development method.
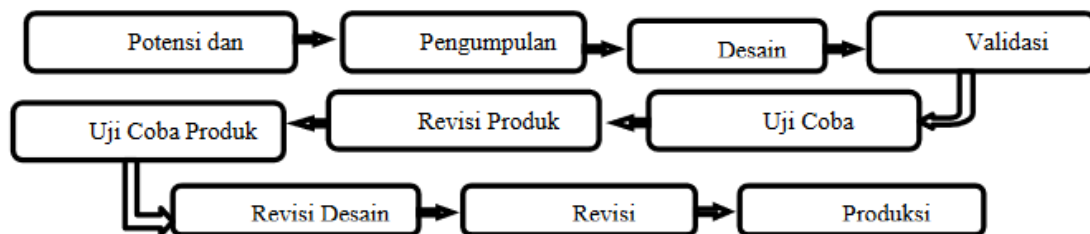

Figure 1. Steps of Research and Development Methods
Source: Sugiyono (2017)

Multimedia video animation was chosen because it has the characteristics of being able to present information in a fun, interesting, easy to understand, and clear (Arsyad, 2009). Multimedia can be a fun tool because of its rich elements and ease of use in lots of varied content. Multimedia can be a fun tool because of its rich elements and ease of use in many of varied content.
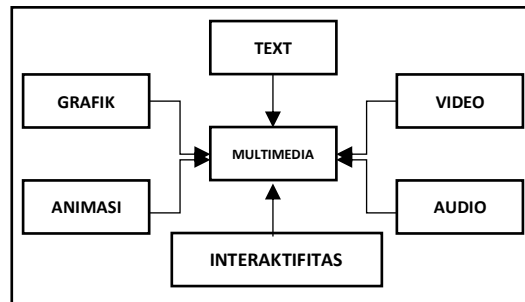

Figure 2. Overview of Multimedia Definitions
Source: Binanto (2010)

In this study the product review phase was carried out with a qualitative trial method. The qualitative method is used because it has several advantages, namely:

1. Data is very basic because it is based on facts, events, and reality.
2. Identify the problem deeply.
3. Discussion is more in depth and centralized because the data is explored in depth. The results of this research are unique because they are sourced from certain places and are not easy to copy and applied elsewhere.
4. Openness to more than one point of view from the information by participants. The results of the study were not assumed by the researcher at the beginning of the study, Raco (2010).

The qualitative method chosen in this study uses the Forum group discussion (FGD). The review phase procedure is done by showing the early design result to a person who has competence in multimedia and animation subject. After receiving design input then revised according to the input until getting the final results.
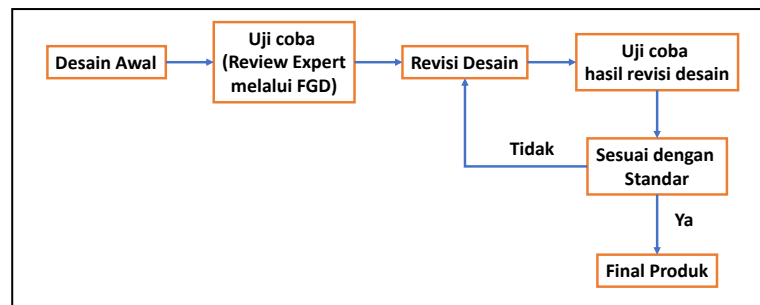

Figure 3. Research and Design Process
Source: Author (2019)

DISCUSSION

Initially the "Senja" story book was first analyzed on the content of the story and the picture.

Figure 4. The Front and Back Covers of the Illustrated
Children's Storybook Entitled "Senja"
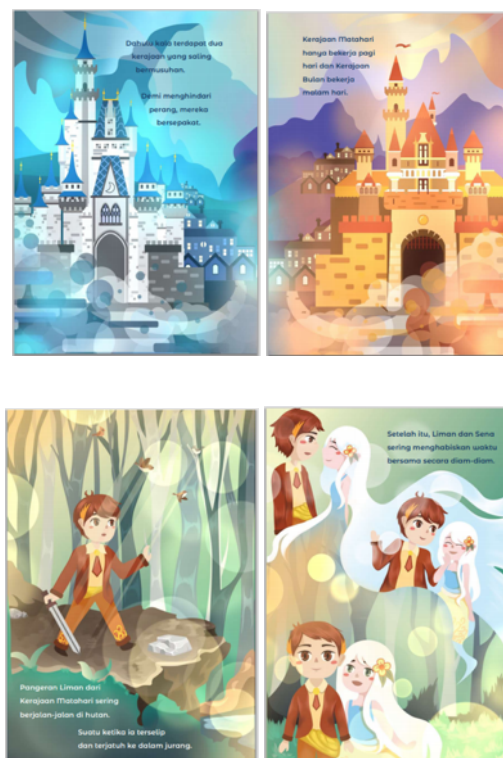Source: Author (2019)

Figure 5. The Contents of the Illustrated
Children's Storybook Entitled "Senja"
Source: Author (2019)

After analyzed the story, the story board was made which taken from the image assets in the book.

Figure 6. Video Storyboard Animation of "Senja"
Source: Author (2019)

From the storyboard that has been arranged based on the scene from the book, followed by making the rough cut of the storyboard.
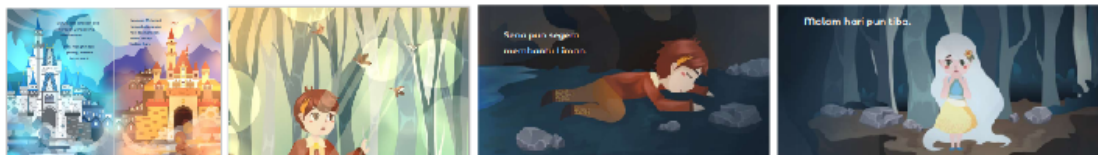

Figure 7. Illustration of Rough Cut of the "Senja" Animation Video
Source: Author (2019)

The next step was re-analyzed the rough cut and determined what parts are needed for additional scenes to strengthen storytelling and strengthen the message in the scene.

Figure 8. Illustration of Addition and aAdjustment
of the "Senja" animation video scene
Source: Author (2019)

Additional scenes that have been made are added to the rough cut that has been created and then evaluated. Once completed, parts of the scene began to be animated. The still image assets are processed into moving images based on scenes in the storyboard and rough cut.

After the whole scene was animated, each part of the scene was then combined and added with background music, sound effects, and narration. The completed animated video is then tested by presented it to the audience who expert in video and animation.

After being presented, experts will be asked for input to develop and improve the early video design that has been made through the method of group discussion forums (FGD). After the early design of the animation video is revised, the animation video was reviewed again, and revised on the part that is lacking until it met with the expected quality standard.
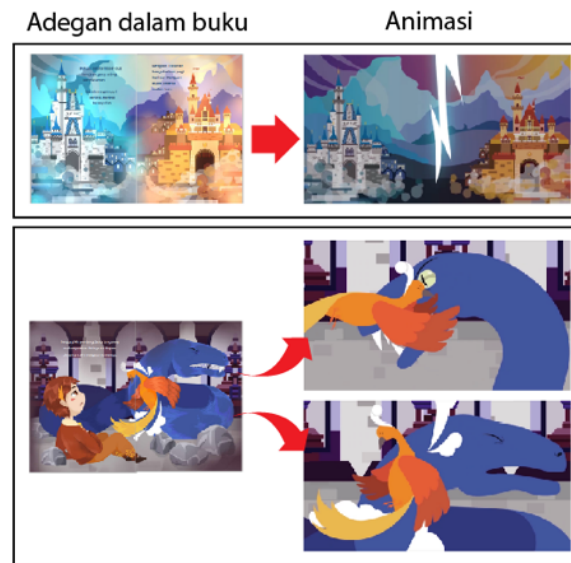
Figure 10. Illustration of Adjusted and Animated Scenes
Source: Author (2019)

CONCLUSION

Product development of illustrated storybook for children into animated video is very possible to be done. The image assets that are already in the animated story book can be used as an image asset to be animated. In its development, to get good results on video animation as well as have good storytelling, some adjustments and scene additions are required to describe an event.

Adjustments and the addition of scenes can be caused by within the illustrated storybook, there are several scenes presented in the form of text, consequently the scene addition is required to illustrate the story text in the book when it is adapted into an animated video, therefore each scene is well connected.

To strengthen the scene, background music, and sound effects are added. The proper selection of background music and sound effects plays a role in building the atmosphere in each scene in an animated video.

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