

T-shirt Illustration for Griya Baca's Street Children as an Awareness Campaign Media

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ABSTRACT

Street children are a social problem that is an interesting phenomenon in social life. Quoting from street children who are cared for by Griya Baca Malang, here there are a lot of children who do not get an education like ordinary children, due to their circumstances which require them to live on the streets, even earn money by busking/begging, their background is mostly from economic pressure. , from this problem it is important for the community to care more about them because after all they are the nation's generation, after research on the problem, the solution for this is to hold a awareness campaign through t-shirt illustrations. The purpose of designing this t-shirt illustration is as a form of public awareness to be more concerned with street children. Illustrations will make it easier to convey messages and have their own charm so that messages from the campaign can be conveyed properly. Product effectiveness testing was carried out on February 16, 2022, showing that the results of the assessment of this t-shirt illustration obtained a fairly high positive percentage, namely 29 out of 30 respondents. This book received a positive response from respondents based on the results obtained from this test.

Keywords: Street children, illustration, campaign

INTRODUCTION

Children are part of the younger generation as one of the human resources that has the potential and successor to the ideals of the nation's struggle in the future, which has a strategic role, has special characteristics and characteristics, requires guidance and protection in order to ensure balanced physical, mental and social growth and development.

However, in today's world not all children get what they deserve at their age, due to circumstances and various backgrounds, they are forced to live their lives as street children. Indonesia is a developing country where there are still many street children who are a product of industrialization. Street children are a social problem that is an interesting phenomenon in social life. This problem is getting worse when these street children prefer to stay on the streets because of their considerable income, this factor cannot be separated from some members of the community who often give some of their money to street children for reasons of pity. This actually makes them feel more at home on the streets and ruins their future because they prefer to be street children, from this gap also the street children mafia and even parents send their children to scavenge on the streets by seizing the rights of street children themselves such as the right to get an education and the right to play like children in general.

In Malang City itself there is Griya Baca, a solidarity organization to help street children to escape street life. Griya Baca is a Street Children Empowerment Institution in Malang City which then changed its stigma to the State Children Empowerment Institution with the notarial deed of Sulaisyah Amini, S.H. No: 89 dated April 26, 2013. This institution has a priority in developing lifeskills, improving entrepreneurial mental building, and religiosity in street children. Griya Baca as the empowerment of the country's children is socially independent. A strong vision and mission in shaping the country's children into a generation that has high self-awareness is what makes this institution able to continue to embrace street children since 2005 until now.

Street children who are nurtured by Griya Baca receive various kinds of education and lifeskills, some of them who grow up from there managed to get off the streets and get a job too, this means that street children if treated properly will become a good generation in the future.

However, this care organization is engaged in volunteers, if it is not assisted by volunteers, street children may not be taken care of, which means that there needs

to be concern from the community as well, so that they can jointly protect street children.

From the interview with the head of the Griya Baca Institute, Mrs. Tri Wijayanti, SE. Street children in Griya Baca are those who lose their physical, psychological, and economic rights, so they need a change of fate. He also said that street children need attention from all levels of society to support their empowerment. For this reason, it is necessary to foster a sense of community empathy to create a synergy of goodness as said by Mrs. Tri as the Head of the Institute. (Interview with Tri Wijayanti, on December 25, 2020)

From these problems there needs to be an awareness campaign that can convey messages so that we care about street children, one of which is a campaign through illustrations. Illustration is an art of painting or art in the form of images that are immortalized for the sake of, which can provide an explanation and accompany an understanding, such as short stories in a magazine, comics, campaigns, or convey messages through the media. According to Arifin and Kusrianto (2009:70) the function of illustration is to clarify the message or information conveyed to provide a variety of teaching materials so that it is more interesting, motivating, communicative, and can also make it easier for readers to understand the message. To make it easier for readers to remember the concepts and ideas conveyed through illustrations (Arifin and Kusrianto, 2009: 70). From the statement proves that Illustration is currently widely used as a means to represent a value or as a problem solving. This campaign will use t-shirts as the media, t-shirts are suitable media because of their nature that can be carried everywhere when worn, which illustrations will be easily seen by many people. T-shirt media was chosen because it is effective as campaign media, considering that the activities carried out by Griya Baca are always outdoors, so when this t-shirt is worn by Griya Baca children, the illustrations and messages will be easily seen by many people. illustrations and messages will be easily seen by the community when activities are taking place.

RESEARCH METHOD

The research was conducted at Griya Baca Malang Institution, focusing on observations in the field and interviews with sources, namely the head of the institution. From the research results will be summarized into segmentation and brainstorming for the work created. The segmentation of this illustration is as follows:

1. Demographics

Based on gender demographics, the segmentation of this Peduli Anak Jalanan illustration is female or male, aged 20-45 years, who have jobs as students to employees.

2. Psychographic

Based on the psychographic segmentation of the Peduli Anak Jalanan illustration are those who tend to care less about the situation around more precisely street children.

3. Behavioral

Based on the behavioral segmentation of this t-shirt illustration are those who tend to move outside the home.

A. Targeting

Targeting of the Peduli Anak Jalanan t-shirt illustration is an adult who has a good financial and mental health, because based on research & interviews, adults are more able to take part in nurturing street children, especially at Griya Baca.

B. Positioning

Based on Griya Baca's activities that are more often outdoor or outdoors, the Peduli Anak Jalanan illustration placed on t-shirts will be a suitable media for people who see it.

RESULT AND DISCUSSION

Product description is an identification stage that contains the type of product, size, media, quantity and theme that will be used in designing Griya Baca t-shirt illustrations.

No.	Specification	Description
1.	Theme	Peduli Anak Jalanan
2.	Title	Tumbuh, Belajar & Berbagi
3.	Type of work	Illustration
4.	Media	T'shirt combed 30s
5.	Target Audience	Adult 20 – 45 years old
6.	Size	XS, S, M,L,XL

Table 1 Product Description
Source: Author documentation

The purpose of this t-shirt illustration is to design an effective t-shirt illustration for street children in Griya Baca as a media campaign of care, it needs an illustration concept that can convey the campaign message well.

The concept of this illustration themed "Peduli Anak Jalanan" has the meaning of an invitation to share, help, assist, nurture street children, especially in Griya Baca Malang. Illustrations are made in a contemporary style that is a mixture of cartoon style, decorative as well as popart colors. this illustration has 3 titles, which are: Tumbuh, Belajar & Berbagi (Growing, Learning, Sharing). The cartoon style was chosen because it can describe and convey messages easily, making it easier for someone to imagine a meaning, the segmentation of this illustration is 20-45 years old, and the purpose of this campaign is concern for street children. Each t-shirt illustration has quotes to strengthen the message to the viewer of the work.

Represented by 4 characters, Giri & Gara (a boy and a girl), Riri (a teenage girl), and Yaya (an adult man). The four characters are representatives of those who grew up in Griya Baca, as well as the embodiment of the 3 illustration titles.

1. Gara's Character

Gara is a 10-year-old boy who is growing up, has a cheerful character, always active, curious about new things, gara character for illustration Growing up.

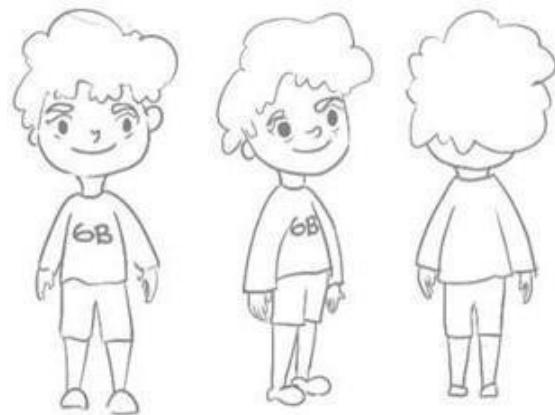


Figure 1 Gara's Character
Source: Author's documentation

2. Giri's Character

Giri is a 10 years old girl character, active and playful, Giri is a character for illustration Growing up.

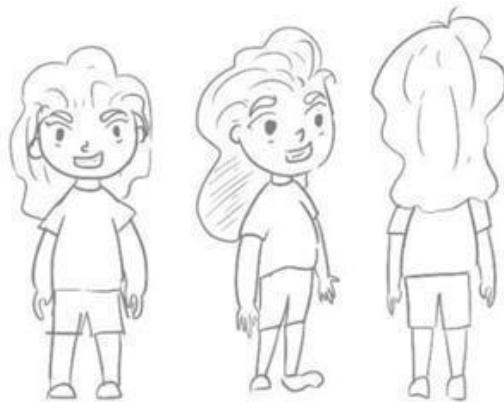


Figure 2 Giri's Character
Source: Author's documentation

3. Yiyi's Character

Yiyi is a 17-year-old teenager, searching and exploring her potential, a teenager full of many directions for her to explore. Giri is a character in the illustration Learning

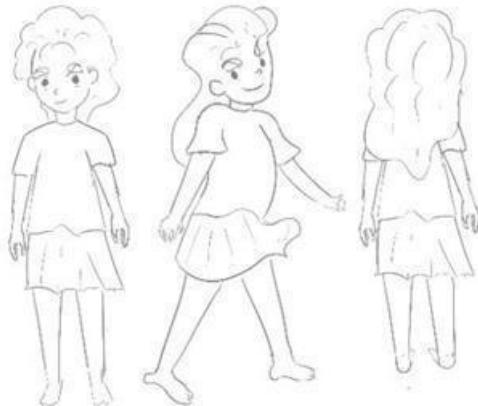


Figure 3 Yiyi's Character
Source: Author's documentation

4. Yaya's Character

Yaya is an adult male character, he is a child who grew up and matured from Griya Baca, has a calm character, always cares and shares with his surroundings, Yaya is a character for the illustration Sharing.

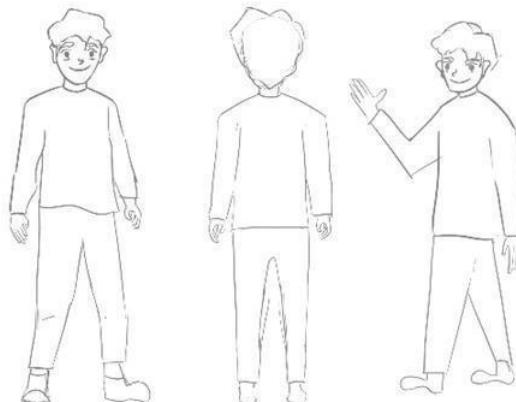


Figure4 Yaya's Character
Source: Author's documentation

ILLUSTRATION OF GROWING, LEARNING AND SHARING

Giri, Gara, Yiyi, and Yaya are representatives of street children who are around us, those who we need to care for, and need our care.

The "Peduli Anak Jalanan" campaign, is a manifestation of what street children want, those who come from various backgrounds, due to limitations and conditions, these children do not get what they should get at their age, but through Griya Baca, our concern can be the light of their hope, to grow, learn and share.

Let's care about street children, they need us, they also deserve a bright future like us, they are the next generation of children of the country. This illustration consists of 3 titles namely Growing, Learning and Sharing. With details as follows:

a. Growing

With headline “Bertumbuh dengan Kami” has a message that we as fellow humans. Living side by side with street children, who in fact are the children of the nation's

generation. They are just like other children, we need to pay attention, we care, we help. Giri & Gara in this illustration will represent the meaning of "Growing", they are depicted happily playing and laughing in Griya baca.



Figure 5 Growing Illustration
Source: Author's documentation

b. Learning

This illustration will be depicted as the character Yiyi. A teenager who is always curious and finding out about himself. With the headline "Menempa Jati Diri" has a message that street children who are left alone will not be able to be themselves. Since they are homeless, they cannot get an education as they should. We as adults should help and guide them. With our care, they can go to school and study at Griya Baca.



Figure 6 Learning Illustration
Source: Author's documentation

c. Sharing

Yaya's character is described as an adult male, representing someone who is useful to others. Yaya is a street child who grew up in Griya Baca. With the headline "Rangkul Anak Negeri" invites us to share with street children.



Figure 7 Illustration of Sharing
Source: Author's documentation

Product Effectiveness Testing

Regarding product effectiveness testing, testing is done online. With the questionnaire method, in which there are questions. The question will be addressed to the respondent (connoisseur of the work), Griya Baca street children care illustration t-shirt.

Respondent will answer the questions that already exist. With an indication of the answer, very good, good, enough, not good enough. Taking answers is done by including a question link. And share the work in the form of pdf, to the respondent. So that they can examine the illustrations. In the calculation of questionnaire answers, using quantitative numerical methods.

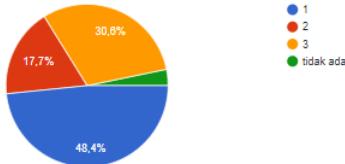
Question Table

Pertanyaan	Pilihan Jawaban
Is this illustration visually appealing?	Very good/good/sufficient/not good enough.
Do you think the message in this illustration easily understood?	Very good/good/sufficient/not good enough.
Is the font used in this illustration interesting?	Very good/good/sufficient/not good enough.
Is there a special interest when you see the message in the illustration?	Very good/good/sufficient/not good enough.
illustrations have attractive visuals?	Very good/good/sufficient/not good enough.
Do you think it is efficient to convey awareness campaign through a t-shirt illustration?	Very good/good/sufficient/not good enough.
Which of these three illustrations has the most impressive message? most impressive?	1/2/3

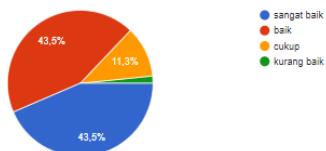
Do you think these three illustrations have a related message?	Very good/good/sufficient/not good enough.
Is the coloring in this illustration visually appealing?	Very good/good/sufficient/not good enough.
What do you think about the campaign if it was publicized through t-shirt media?	Very good/good/sufficient/not good enough.

Respondent results from 10 questions

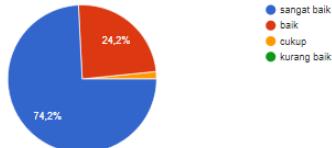
7. Dari ketiga ilustrasi ini pesan manakah yang paling menarik dari visual,konsep,dan tagline ?
 62 jawaban



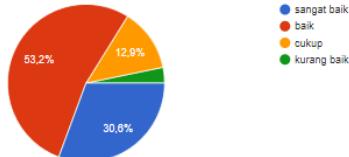
6. Menurut anda apakah efisien menyampaikan kampanye kepedulian melalui sebuah ilustrasi kaos?
 62 jawaban



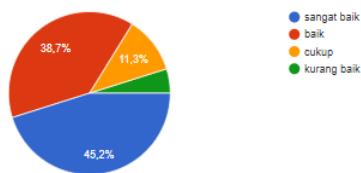
5. Apakah ketiga ilustrasi memiliki visual yang menarik?
 62 jawaban



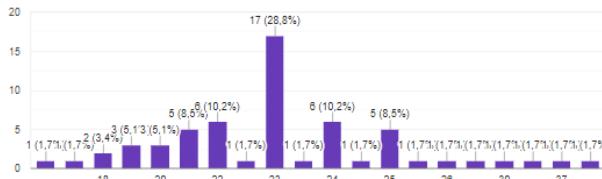
4. Apakah ada ketertarikan terhadap anak jalanan Ketika melihat pesan dalam ilustrasi?
62 jawaban



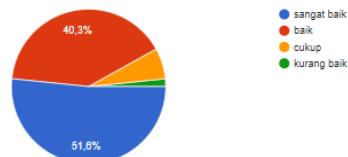
3. Apakah font yang digunakan pada ilustrasi ini menarik?
62 jawaban



usia
59 jawaban



10. Bagaimana menurut anda kampanye kepedulian terhadap anak jalanan ini jika dipublikasikan melalui media kaos?
62 jawaban



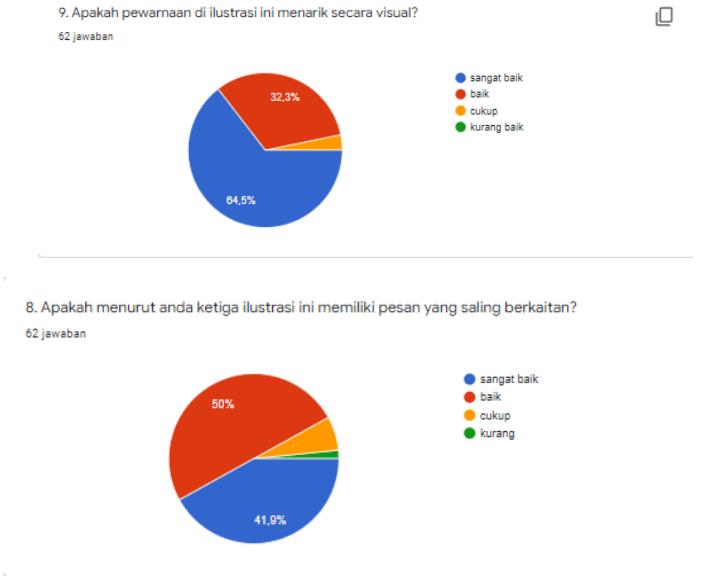


Figure 8 respondent's result
Source: Author's documentation

Based on the results of yesterday's activity, namely testing the effectiveness of this book product. Then the following results were obtained:

From the test results by targeting 30 audiences. With an age range of 20-45 years old men and women. Successfully achieved the results of 62 respondents. From the results above, the majority of 40-50% of respondents answered "very good" in each question, 30-40% answered "good" and less than 5% of respondents who answered less than good. So from the above results, the illustration of this awareness campaign t-shirt has successfully achieved a positive response.

CONCLUSION

Based on the existing problems and solutions made by using illustrations with t-shirt media, the following conclusions are obtained:

1. In making this illustration, it takes a long stage starting from research, brainstorming, determining segmentation, concept, to execution on t-shirts.
2. Illustrations of Growing, Learning and Sharing are effective in conveying the message of the childcare campaign.
3. Illustrations of Growing, Learning, and Sharing get positive results from 62 respondents.

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Wawancara dengan Tri Wijayanti, pada tanggal 25 Desember 2020