

## **The Design of Picture Book “Petualangan Onding” Containing Bugis Values for Early Childhood Character Education**

**Andi Feninda Amalia Syahbani<sup>1</sup>, Muhammad Akbar<sup>2</sup>,**

**M. Iqbal Sultan<sup>3</sup>, Alem Febri Sonni<sup>4</sup>**

Syahbaniafa22e@student.unhas.ac.id, Muhakbar6764@gmail.com,

miqsul12012@gmail.com, Afsonni@gmail.com

Postgraduate Communication Science, Faculty of Social and Political Science  
Hasanuddin University Makassar

### **ABSTRACT**

The designing of the “Petualangan Onding” book based on communication media that represents Bugis values (*Sipakatau*, *Sipakainge*', *Sipakalebbi*) is one of the solutions to developing children's character education at their golden age to prevent deviant behavior. The segmentation of the book is devoted to children who are in the golden age phase (early age, 0-5 years) because, at this age, children build a strong foundation for various aspects, one of them being moral development.

In-depth interviews and literature reviews were used to conduct qualitative research before designing the storybook. Data was collected by obtaining primary data from people closely related to the book "Petualangan Onding", and then secondary data from literature studies to gain an understanding of the linkages about how the learning model of culture-based character education for early childhood through the medium of visual communication. This research will produce a children's storybook that tells the story of a Bugis child named Onding and a monkey endemic to South Sulawesi named Upe who invites readers on an adventure to get to know the three ancestral values of the Bugis tribe: *Sipakatau*, *Sipakainge*', and *Sipakalebbi*. Before the book was published, a concept testing process was conducted to make it suitable for publication. As a result, it is known that the messages and values to be conveyed both visually and verbally can be one of the mediums for moral learning through visuals as well as preserving the cultural values of South Sulawesi.

**Keywords:** *Sipakatau*, *Sipakainge*', & *Sipakalebbi*, visual communication, early childhood, visual storybook

### **INTRODUCTION**

As of today, cases of moral degradation in Indonesia cannot be counted on one hand. Cases of bullying and cyberbullying, defamation, and cases of intolerance

continue to increase from time to time and do not heed the ideology of Pancasila as a form of value for educating the nation's children.

Data from the Indonesian Child Protection Commission (KPAI) states that the average number of bullying cases from 2020 to February 2024 continues to soar by 2.48%. Apart from that, The Wahid Institute, which is a non-governmental organization that focuses on the issue of tolerance, also noted that in 2021, as many as 42.5% of 2,448 middle and high school students in Indonesia had experienced the same case.

This phenomenon of deviation of moral values occurs not least in Makassar, South Sulawesi. 73 children experienced physical violence, and 50 children were victims of psychological violence as of January-October 2023 based on data from the Makassar City Women's Empowerment and Child Protection Service. A year earlier, the case of bullying by students at SMPN 21 Makassar City and the case of bullying pastel sellers in 2018 also went viral on social media and became the focus of national media.

Looking at some of these percentages, the phenomenon that occurs related to moral degradation in children needs to be criticized more deeply. Besides that, providing knowledge about values and morals is very important from an early age. Because, children's environment plays a big role in influencing their development (Purwasih, 2023).

At the age of 0-6 years, children are in the Golden Age phase; where children build a strong foundation for aspects of physical development, cognitive, social, emotional, and moral development.

Children age at the Golden Age stage stimulates children to understand the rules but in a simple way. Apart from good nutritional intake to accelerate brain stimulation and language development, a strategy for creating character education media (moral education) is needed.

Emotional intelligence is the most important provision in preparing early childhood to welcome a future full of challenges both academically and in the life of the nation and state. The goal of modernization and technological development causes social changes in people's lives, this also affects the lives of early childhood.

Character learning is important to be transformed to prevent children from committing deviant behavior in their maturation process (Sudaryanti, 2012).

Every place inhabited by social communities has its own culture and moral values. Creating media for moral education can be used to understand character; Mainly a model based on local cultural qualities. If applied holistically and contextually, this media can help to understand and preserve local wisdom, cultural values, and values found in social and community contexts (Amiruddin et al., 2023).

One of the values that is directly related to moral learning comes from the Bugis tribe, in South Sulawesi. These values are known as *Sipakatau* (mutual respect), *Sipakainge* (reminding each other), and *Sipakalebbi* (respecting each other). This attitude explains how an individual behaves well when interacting and relating to fellow humans (Halima et al., 2021).

The process of transforming Bugis values as one of character education models can be carried out by designing visual communication media, one of which is in the form of picture books. Picture storybooks are a combination of visual elements in the form of pictures and text that are assembled into a story to convey a message so that it is easier to understand (Murty, 2022).

For young children, picture storybooks are a medium for them to live in a world that suits their imagination. Children regularly live in it and create something unique as an alternative to the real world to help themselves understand the contents of the message (Niland, 2023).

The design of picture book "Petualangan Onding" also was designed after examining 580 kindergartens in Makassar City, there were 275 kindergartens that did not include a curriculum or learning about the Bugis values of *Sipakatau*, *Sipakainge*, and *Sipakalebbi*. This value should be a form of learning related to children's morals as well as preserving the values of Bugis culture itself.

Research by Dirgahayu, et al. (2019), with the title "Making Holograms of 3S Fairy Tales (*Sipakainge*', *Sipakatau*, *Sipakalebbi*) as Learning Media about Cultural Values". This research focuses on the use of fairy tale holograms in delivering messages about the cultural values of the Bugis tribe and found that learning with mediums other than books can give children broader insights.

Rita et al. (2023) also conducted research with the title “The Effect of Riau Malay Folklore Books on Cultural Literacy Skills of Early Childhood” which resulted in the conclusion that there is a significant influence of folklore books in increasing cultural recognition and good cultural literacy skills in children.

Based on the previous research, it has been shown that visual communication can be a solution to children's learning. For learning related to character education in early childhood, a research process was carried out by making picture books as a visual communication medium.

This research was conducted to create an effective communication medium in addition to preserving Bugis, as well as helping children to learn to understand moral education from Bugis culture, South Sulawesi through visualization of character education-based activities to be applied by children in their daily activities.

## **RESEARCH METHOD**

The process of designing this visual communication medium uses qualitative research methods; the research process refers to the concept of meaning, meanings or definitions, the introduction of characteristics, metaphors, symbols, and other things related to description (Firmansyah et al., 2021).

In collecting data, in this study, the research carried out before the work production process was in the form of interview techniques as primary data, as well as literature studies to obtain secondary data.

### **Primary data**

Primary data collection was carried out by conducting an interview process with several sources with the main criteria being that the sources were people who had a background related to this research.

#### **1. Abdi Mahesa (@abdimahesa)**

Namely, a young humanist and Secretary of the Bone Kingdom Traditional Council initiated the presence of a cultural dissemination movement for the

younger generation by building a community platform called the Indigenous Youth Foundation.

The topic that will be asked of young cultural figures is how to visualize and interpret the Bugis values of *Sipakatau*, *Sipakainge'*, and *Sipakalebbi* in the picture storybook "Petualangan Onding".

## **2. LemINA Children's Community Volunteer (@sobatlemina)**

The Mother and Child Partner Institute (LemINA) is a non-governmental organization in Makassar City that works to improve the quality of mothers and children.

The topics that will be asked of volunteers are the rules of the storyline in the book "Petualangan Onding" which is good for children to read and the characteristics of children at the golden age.

## **3. Dzul Jalali Walikram Nur (@ikramnur\_)**

He is an illustrator from Makassar who actively draws and contributes to the Backyard Scribble community.

The topic that will be asked of the Illustrator is how to design and combine visual elements (color, writing, shape, and storyline) that can attract children's attention and have quality visual elements.

## **4. Housewife**

As an indirect audience and acting as a component in educating children, the author conducted interviews with two housewives in Makassar City who have 3-year-old children, namely Almiana Sari (23 years) and Nurul Qalbi (30 years).

The topics that will be asked of housewives are what and how the learning process has been carried out for children as well as providing an understanding of the importance of providing Bugis values education to children from an early age.

## **Secondary Data**

Secondary data collected and combined in this research was by conducting an in-depth literature review, mainly about the relationship between the Bugis values of *Sipakatau*, *Sipakainge'*, and *Sipakalebbi* with character education for early childhood as well as about designing a visual communication medium based on picture story books.

In secondary data, visual references or moodboard's were also collected to conduct analysis and as a reference for researchers in creating a visual communication medium for picture books.

## **RESULT AND DISCUSSION**

Before the book-making process was carried out, in-depth research was first conducted on the Bugis values of *Sipakatau*, *Sipakainge'*, and *Sipakalebbi*. This research was conducted by interviewing Abdi Mahesa, a young South Sulawesi culturalist.

After that, then enter the process of producing the picture storybook “Petualangan Onding” by paying attention to visuals and formulating storylines for children's characters' educational learning through this book.

### **Bugis Cultural Values**

For a long time, the Bugis tribe in South Sulawesi has had a value that is highly upheld and has become one of their philosophies of life, namely *Sipakatau*, *Sipakainge'*, and *Sipakalebbi*.

*Sipakatau* is a basic value of the Bugis, Makassar community which contains humanitarian content to humanize each other, to fulfill the actualization process in humans. *Sipakatau* is a reason for people to carry out socialization between people. In *Sipakatau*, there are *Siri'na Pacce* values that must be adhered to.

Furthermore, the value of *Sipakainge'* (reminding each other) has similarities with one of the characteristics of the Prophet Muhammad, namely

conveying. *Sipakainge'* means reminding and calling on each other to things that are based on ideal principles. *Sipakainge'* is a supporting & implementing factor in human existence and must be implemented to invite and remind positive things.

Meanwhile, *Sipakalebbi* means glorifying each other, raising one's dignity, and respecting one another. All values must be viewed holistically because they are related to each other.

This picture storybook is a visual communication medium that is specifically segmented for preschool age children, to support children's visual literacy and understanding of Bugis cultural values which are starting to fade so that they can be understood and applied in daily activity as a form of habituation.

### **Value Implementation Through Visual Communication**

Koentjaraningrat explains that a cultural value system can function as the highest guideline for human behavior and attitudes and can be an effort to prevent negative behavior from occurring (Herlin, 2020).

The making of "Petualangan Onding", which is also one of the communication design mediums in visual form, is creative and innovative to provide an understanding of the values that develop in society. Tinarbuko (2015) describes that visual communication design is a socio-cultural representation of society and is one of the manifestations of culture in the form of products of values that prevail at a certain time.

The creation of this work is expected to reveal the depiction of Bugis cultural character, through visuals that are following existing values and can offer a space of freedom for individuality but still prioritize objectivity, contain tolerance values, and provide progressive opinions.

By designing a picture book containing the values of *Sipakatau*, *Sipakainge'*, and *Sipakalebbi* from the Bugis tribe, researchers hope to provide understanding and visual literacy about the importance of applying these values to prevent deviant behavior from an early age, especially through the medium of visual communication.

This design is specifically for children at their golden age because it is their stage of capturing values and behavior through what is the center of their attention from the five senses. So, after reading the book, it is hoped that good habits will be born as the result of a child's understanding of these cultural values.

### **The Book "Petualangan Onding: Mengenal *Sipakatau*, *Sipakainge*, dan *Sipakalebbi*"**

The book "Petualangan Onding" has a fable genre which contains the story of a child named Onding who learns to understand the Bugis values of *Sipakatau*, *Sipakainge*, and *Sipakalebbi* through an animal, namely Upe who is the Macaca Maura monkey, which is an endemic monkey typical of South Sulawesi.

Apart from providing an understanding of the values of *Sipakatau*, *Sipakainge*, and *Sipakalebbi*, this book also introduces Bugis culture to children from aspects of clothing, and plants, to the shape of the house through illustrations in storybooks.

The communication media produced is a type of picture book, namely a type of book with an average thickness of 20-30 pages for children with an average of 500 to 1,500 words. A simple storyline with the main character being the only focus of attention and being a tool to touch children's emotions and thinking patterns.

### **Design Style**

The design concept used for this medium is a type of flat design illustration. Researchers chose this type because nowadays, adults to young children are increasingly accustomed to seeing things from gadgets that have the characteristics of a simple, uncomplicated, and modern appearance.



Figure 1. Example of flat design illustration design

Source: author's documentation

Based on data from the Central Statistics Agency (BPS) in 2020 regarding the percentage of information technology use in early childhood, as many as 47.7% of preschool children already use cell phones.

Displays on cell phones or other digital technology currently mostly use the flat design concept, so this concept is also used in picture storybooks to make them easier to read and understand.



Figure 2. Cover design for the illustrated storybook "Petualangan Onding"

Source: author's documentation

In the aspect of color itself, a combination of colors is needed that is mixed in such a way that the color can arouse emotions in the recipient of the message. In the design of the picture storybook "Onding Adventure", the combination of colors combined creates the following color palette:

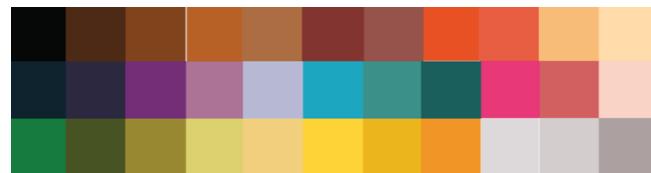


Figure 3. Color palette used in the picture storybook "Petualangan Onding"  
Source: author's documentation

The color combination in the palette above combines several types of colors, namely dark-light and warm-cool colors. This combination produces a refreshing color mood.

This color mood was chosen because the combination attracts attention so that the segmentation of this work feels interesting in seeing and continuing to read this book until the end.

Even though a combination of colors is used, from the design the creator of the work dominates the book with warm colors rather than cool colors because the response to warm and cool colors is related to age.

Warm colors such as red, pink, yellow, brown, and orange tend to be liked by children. Apart from that, the combination of bright colors is also liked by children's eyes.

Whereas the typeface used in this work is called "Amalia". This typeface was created directly by handwriting using a pen tablet and then uploaded to become a special typeface. The characteristic of Amalia is her shape which is somewhat stiff but not upright. This typeface also has distinctive curves, like handwriting in general.



Figure 4. Typeface used in the picture storybook "Petualangan Onding"  
Source: author's documentation

In general, the description of the content of the book "Onding Adventure" contains the following visuals and storyline.

No.	Page	Description
1.		Book cover. Include the title, author, and publisher of the book. The cover reflects the entire contents of the book so that the visualization contains the main characters (Onding and Upe), as well as the three values that you want to introduce to children, namely <i>Sipakatau</i> , <i>Sipakainge'</i> , and <i>Sipakalebbi</i> .
2.		Guidance sheet for parents before telling about the book "Petualangan Onding" or asking children to read it.
3.		The next sheet contains an introduction to the characters who will later appear and determine the storyline in the book "Petualangan Onding".
4.		Introduction of Onding's character.  The visualization on this page shows Onding wearing a Songkok Recca, a traditional Bugis peci.

		Onding also greets the reader with a typical Bugis greeting, namely asking the reader for news on the chat bubble (Aga karela?)
5.		<p>Upe invites Onding to go on an adventure together in the forest.</p> <p>Onding's characteristics are suitable for preschool children - he is highly curious, as shown by his saying that he is interested in going to the forest with the monkey.</p>
6.		<p>Onding and Upe walk through the forest. Upe began to introduce the three values of the Bugis tribe.</p> <p>The idea of an adventure story in the forest is a simple analogy where when entering preschool age, children's cognitive abilities are very high. So, 'entering the forest' is the author's visualization of how the child enters a 'new world' at his age.</p> <p>In the growth process, of course, there are many supporting factors to support a child's development. By introducing these three values, the hope is that children can 'face the world' by applying these three values in their environment.</p>

8.		<p>Onding and Upe sat for a moment. They saw several children playing together.</p> <p>These children have different skin colors and hair types.</p> <p>This visualization is to show the value of <i>Sipakataau</i> (mutual respect), and how they still play together regardless of physical appearance and skin color.</p>
9.		<p>Onding saw the fish deliberating.</p> <p>The visualization of fish deliberating is an illustration of the value of <i>Sipakainge'</i>, namely reminding each other. In this phase, Onding begins to realize the value of what is being done in his environment.</p> <p>Upe also explained that the fish were reminding each other to share food, as a form of implementing the <i>Sipakainge'</i> values.</p>
10.		<p>A grandmother who walks very slowly. Onding walked together and helped him.</p> <p>Onding's behavior in helping his grandmother is an implementation of the <i>Sipakalebbi</i> value, namely glorifying each other.</p>



Table 1. Draft main page of picture storybook "Petualangan Onding"  
Source: author's documentation

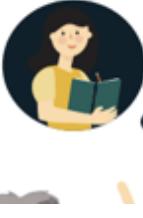
### Concept Testing

The process of testing the work was carried out by interviewing resource persons with different backgrounds for the concept testing process. These interviewees were chosen based on their relationship with children's books—they are considered to have influential roles and opinions for the process of evaluating the work and making the work better before it is published.

Concept testing was conducted in two sessions. In the first session, visual and verbal perception tests were conducted on the storybook. In the second session, an in-depth interview was conducted related to the work that had been made.

The questions asked were in the form of the source's perception of the book—both in terms of illustrations, stories, and messages to be conveyed. Furthermore, the interviewee gave an evaluation in the form of criticism, suggestions, and input for the work. The changes that occurred before and after concept testing are outlined below.

No.	Before Concept Testing	After Concept Testing
1.		
1.	<p>Description:</p> <p><b>(Book cover)</b> On the book cover, the publisher's logo, the author's name, and the color of the main character's shirt (Onding) were added to make it brighter to attract the reader's attention. In the revision stage, the tail of the macaca maura monkey (Upe) was also removed after conducting further literature review related to its visualization.</p>	
2.		
2.	<p>Description:</p> <p><b>(Page 4)</b> The storyline changes about Upe and Onding's relationship from Upe as an unknown ape to Onding's best friend. This is a matter for evaluation because in everyday life, a child is taught not to follow strangers.</p>	
3.		
3.	<p>Description:</p> <p><b>(Page 7)</b> Editorial changes to the story writing. On this page, the evaluation result applied is a general introduction of values to the reader through the following conversation:</p> <p>“Tiga nilai? Apa itu, Upe?” tanya Onding.</p> <p>“Nilai itu adalah sipakatau, sipakainge’, dan sipakalebbi.” Jawab Upe.</p> <p>“Mengapa aku harus tahu nilai itu?” tanya Onding lagi.</p>	

	<p>“Agar kamu bisa menjadi anak yang baik!” kata Upe.</p>	
4.		
<p>Description:</p> <p><b>(Page 8)</b> Changes to the visualization of the mother and the background. Before the revision, the illustration of the mother was not visible because it was overlapped by the background. The mother's hair was also changed to the image after the revision to strengthen the sense of mother-figure in the image.</p>		
5.		
<p>Description:</p> <p><b>(Page 10)</b> Changes in the color of the clothes of children playing. Compared to the previous picture, the color of some children's clothes tends to be dark. The color is changed to colorful, creating a cheerful impression in order to attract children's attention.</p>		
6.	 <p>Description:</p> <p>Since picture storybooks are segmented to preschool age children, it is necessary to have parental assistance when reading. For this reason, the creator of the work makes a guide for parents before the process of reading the book. In addition, a 'mini dictionary' is also added for parents and children who are unfamiliar with some of the words/sentences in the book that use Bugis language.</p>	

7.	Another change made was the size of the book made larger, from 16x16cm to 20x20cm. This was done to increase the readability of the book to children so that children can read with focus and the work can be understood well.
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Table 2. Draft before and after concept testing "Petualangan Onding"  
Source: author's documentation

## Book Publishing

Book publishing is carried out by assigning a book ISBN, with the publishing number **978-979-530-328-2**. This ISBN was given by the National Library of the Republic of Indonesia to Unhas Press the publisher of picture story books by the creator of the work.

## CONCLUSION

Designing picture storybooks is a form of implementing visual communication that focuses its segmentation on children. Therefore, further study and assistance are needed regarding the story idea or message you want to convey to readers. By paying attention to the suitability of visual elements and their consistency, the work will be more easily recognized, thereby increasing interest in attention.

In designing a work, the pre-production, production, and post-production processes each have an important role. The three stages must be mutually continuous and gradual so that the work produced can be well understood.

Because the work is a form of output from communication science, the message conveyed is the main point of this picture storybook. Therefore, before a work truly becomes public property - in the sense of being widely distributed, it is necessary to in-depth test the work to minimize any deficiencies in it.

It is hoped that the creation of this work can become a medium used by the people of South Sulawesi to introduce Bugis cultural values to their children. Even though it has to compete with technology, it is hoped that this storybook can become something more important - because apart from teaching children to read,

it can also be a medium for transformation and preservation of cultural values that are starting to fade in society.

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