Book Design of Bilingual Illustration Story History of the Struggle "Sultan Ageng Tirtayasa" From Banten

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Abstract

History is an event that happened in the past which is arranged based on the relics of various events. These relics are called historical sources. history will be understood by the next generation of the previous society as a mirror to progress in the life of society, nation and state. By knowing history we can have an attitude of patriotism which is an attitude of respecting the services of heroes, loving the motherland, and loving culture. As regions in Indonesia are rich in historical stories, Banten is a province on the island of Java, Indonesia which holds a myriad of history. The history of the heroism of Sultan Ageng Tirtayasa who was a hero who was known to be determined to fight against the Dutch invaders. Sultan Ageng Tirtayasa's struggle against the Dutch in Serang, Banten made him awarded the title of National Hero by the Indonesian government. But the story is not widely known by the young generation themselves themselves at this time. The lack of knowledge about the heroic sultan ageng tirtayasa story, the authors designed a story book about the hero of the sultan ageng tirtayasa presented with illustrations as a support to facilitate the contents of the story to be conveyed. In this case illustration becomes an important role as a visual media that is able to attract the interest of readers, especially the younger generation so that it can cause a sense of nationalism and love the region again.

Introduction

Background

History is a series of events in the past which are arranged based on relics of various events. In general, the term history refers to the story of history, historical knowledge, historical description, which defines history in the sense of "subjective". Said to be "subjective" because in history contains elements of the subject (historian, or writer) about the knowledge of the picture which is a reconstruction of the writer or historian, which contains the characteristics, style of language, the structure of his thought, view of his view (Kartodirjo , 1992: 14) Banten is one of the intellectual world that gave birth to many scientific scholars and warrior figures. Sultan Ageng Tirtayasa is the 6th Sultan of Banten. Sultan Ageng Tirtayasa ruled the Banten Sultanate in the period 1651 - 1683. He led a lot of resistance against the Dutch. The leadership of the sultan ageng tirtayasa who was valiant in carrying out defense and resistance in expelling the VOC, was recorded in the history of the nation's struggle. For the service of Sultan Ageng Tirtayasa's struggle in the face of the invaders, the Indonesian government bestowed Sultan Ageng Tirtyasa with the title of National Hero on 1 August 1970. Sultan Ageng Tirtayasa is a warrior figure who is very inspiring and has a high historical value, especially in his struggle for independence. Sultan Ageng Tirtayasa was one of the national heroes and figures of Banten who fought against the Dutch invaders. From the heroic struggle of Sultan Ageng Tirtayasa, there is a value of patriotism that can be taken for the formation of character in individuals. The cultivation of patriotism can begin early on in children. In simple terms this can be done with an introduction to the story of the history of the hero, introducing the story of the history of the hero is not enough just through textbooks, especially with the target audience of children. media is needed that can clearly describe how the events in the story occur. Therefore, the writer chooses illustration as a media for depicting historical stories because it can show the figure who is the character and how it happened at that time. Based on the above background the writer chooses "designing a book illustrating folklore from Banten'sultan Ageng Tirtaysa'billingual" as the topic of the final project. Through this book, it is hoped that it can help children get the inculcation of patriotism and other moral values from the story, as well as knowledge of English learning in order to face the current global era.

Formulation of the problem

Based on the identification of the problems obtained, the formulation of the problems in this proposal are:

1. How can the illustrated book about the introduction of the ego convey information effectively and communicatively?
2. How do you design this illustration book so that it can easily increase the empathy of the reader?

Scope of problem

Based on the background, the problem constraints in designing this Illustration Book are:

a.   The story of Sultan Ageng Tirtayasa in the illustrated book that was made was limited to during the unstable war and the attack on the Surosoan.
b. Audience segmentation:

Demographic

1. Gender: Male and Female
2. Age: 11-15 years
3. Education: elementary - junior high
4. Group: Upper Middle

5. Geographic: Banten Province and all regions in Indonesia
6. Psychographics: groups of people who like art and culture, like illustrated story books, accept new changes.

Purpose and Objectives of Design

In designing this Final Project proposal there is a goal to be able to carry out the proposal making well. Writing this proposal aims as:

1. Knowing how to design an interesting and educative book titled 'Sultan Ageng Tirtayasa' story that is especially acceptable to children.
2. Using graphic illustrations as a brief depiction of the plot of a story to explain each interesting scene to provide an introduction to illustrative books effectively and communicatively.
3. Knowing how to promote Sultan Ageng Tirtyasa's book.

Method of collecting data

In collecting data for the design of the Banten folklore illustrated book 'Sultan Ageng Tirtyasa' Bilingual uses primary data collection methods. Primary data is data collected and presented directly from the object in question for the benefit of the study concerned. The primary data collection methods used are as follows:

Interview

Interview is a process of obtaining information for research purposes by way of question and answer face to face between the interviewer and the respondent or the person being interviewed, with or without using interview guidelines (Bungin, 2008: 126).

Observation Method

Observation is a part in collecting data, observation means collecting data and seeing directly from the field (Semiawan, 2010: 112) Collecting data by means of observation, analyzing directly the relics of the sultan ageng tirtyasa and VOC in Indonesia.

Library Study Methods

Literature study is the process of researchers reading books so that their references are more extensive and to fill the frame of mind. With library research can also strengthen perspective and then put it in context (Soewardikoen, 2013: 6). The author uses several books as a theory guide and design reference in the design of the final project.
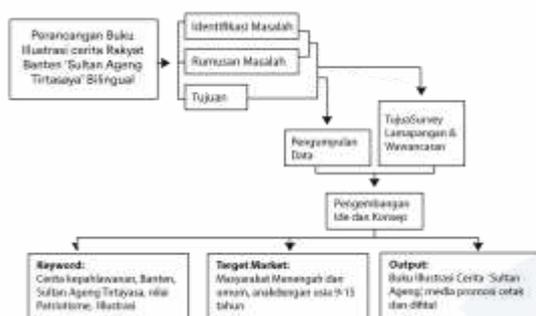
Framework

Chart 1: Framework for Thinking
Source: Juan Ef Reyza, 2019

Theoretical Basis and Data Analysis

Theoretical Basis

The theoretical basis is relevant theories useful to explain the variables to be studied. theories from several experts are used to strengthen the discussion based on the topic of the problem being discussed. All kinds of theories outlined in this report will be used as a reference in designing the structural book. A complete explanation of these theories can be described as follows: A complete explanation of these theories can be described as follows:

Communication Theory

In the book 'Communication Studies An Introduction' by Dedy Mulyana (2008), Bernard Berelson and Gary A. Steiner stated that communication is an act or process of transmitting information, ideas, emotions, skills, and the like. This transmitted thing can be in the form of symbols, words, pictures, figures, graphics and the like. It can be concluded that communication is a process where an individual tries to obtain the same understanding through sending symbolic messages. Communication emphasizes on three important things namely first, communication involves individuals and therefore understanding communication includes efforts to understand how individuals relate to other individuals. Second, communication involves the same meaning, meaning that for two or more individuals to be able to communicate, they must agree on the definition of the term used as a communication tool. Third, communication is symbolic, ie gestures, sounds, letters, numbers and words can only represent or approximate the ideas to be communicated. Delivering information or messages both verbally and non-verbally so that it is communicative, it raises a process of meaning by the recipient of the sign of the meaning of information or messages from the sender of the message.

Cultural Aspects

In the cultural aspect, the flow of culture has influenced some of the people involved in the art to this day. This includes global scale, local, national and international. According to Koentjaraningrat (2000: 181) culture with the basic word culture comes from the Sanskrit word "buddhayah" which is the plural form of buddhi which means "mind" or "reason". So Koentjaraningrat defines culture as "power" in the form of image, intention and taste, while culture is the result of creativity, intention, and taste. So it can be concluded that cultural aspects are aspects related to cultural elements. In the cultural aspect, the flow of culture has influenced some of the people involved in the art to this day. This includes global scale, local, national and international. According to the cultural aspect, the flow of culture has influenced some of the people involved in the art to this day.

Style of Design and Illustration

Understanding of style in general is a unique variety of expressions, designs, architecture or ways of implementing a thing. Style in graphic design means visual beauty that has a big influence on a certain time and place. Graphic designers are basically tasked with organizing and communicating messages to place a product or idea in the minds of the audience, giving a good impression, and notifying and publishing information effectively.

Design Style

Style in general is a variety that is typical of the expression, design, architecture or how to implement a thing. Style in graphic design means visual beauty that has a big influence on a certain time and place. Graphic designers are basically tasked with organizing and communicating messages to place a product or idea in the minds of the audience, make a good impression, and inform and publish information in an effective way.

Art Nouveau

Popular design styles at the turn of the 20th century, inspired by curved and natural shapes, style is characterized by fluid borders with ornate details, symmetrical pleasing layout, and warm, optimistic colors. The main characteristics of the Art Nouveau graphic design style are:

- Intricate hand-drawn style
- Linear based design
- Use of natural forms
- Regularly display female forms

Gruge

The recent design evolution, this emerged after the millennium and is easily recognized by the widespread use of distressed textures, impure edges, and seemingly absurd layout approaches. In grunge designs such as dirty spots, torn images, 'broken' icons and wrinkled pieces of paper are as popular as hand-drawn elements and dirty textures.

Illustration Style

"Illustration of the picture is a short description of the plot of a story to explain one of the scenes" (Kusmiyati, 1999: 46). In general, illustrations are always associated with explaining a story. Basically, illustrations can be divided based on the techniques used, namely traditional and modern illustrations. Today, with the advancement of electronics and stepping into the digital age, the possibility for artists to express themselves grows quickly and more freely so that digital illustrations are currently being used by illustrators today. Digital illustrations allow fine lines, light, shadow, and complex backgrounds.

Elements and Design Principles

As a graphic designer, the main equipment that must be possessed is an idea and the ability to put his mind into graphic art, a reliable graphic designer would certainly want to maximize the rich of art produced. to support the perfect design produced there are several elements that must be learned. The design elements consist of Line, Shape, Color, Space, Dark Light, Composition, Typography, Illustration / Image.

Illustration on Media Publication

Illustration in Dutch, namely ilustratie, is defined as decoration with pictures or making something clear. Illustration by definition is an art of drawing that is used to provide an explanation of a purpose and purpose visually. In general, illustrations are always associated with explaining a story. In general, illustrations are always associated with explaining a story.

Typography on Publication Media

According to Surianto Rustan in his book entitled "Fonts and Typography" (2010: 109), said "The way a designer analyzes personality type faces is through physical observation of letters: bold or light, upright or oblique, stroke shape, consistently standing at the baseline or not, serif form (if any), contrast, x / height and others. Typeface personality is connotative, intuitive, subjective, and personal.

Layout

Layout is the arrangement of design elements that relate into a field so as to form an artistic arrangement. This can also be called form and field management. The main purpose of layouts is to display the elements of images and text to be communicative in a way that can make it easier for readers to accept the information presented.

Anatomy of a Book

According to Andrew Haslam Books is a portable container consisting of a series of printed pages and put together to store, announce, describe and send knowledge to the reader through time and space. (Haslam, 2006: 9)

Book Structure

Andrew Haslam (2006: 161) divides the structure of the book into three parts, namely front cover, back cover and spine.

Audio Media

Audio media is a medium for conveying messages to be conveyed in the form of auditive symbols, both verbal (into words or spoken language) and non verbal. From this description, it can be concluded that audio media is a form of intermediary or non-printed introduction that can be used to convey messages to the audience by playing or playing directly so that the audience can capture the message conveyed.

Data analysis

In the process of designing a conceptual design, it is necessary to collect and classify the directed data. Data management is one of the important methods of composing a design strategy for a design so that it is well visualized and precisely reaches the target market.

Institutional Overview

Sultan Ageng Tirtayasa is a warrior figure who is very inspiring and has a high historical value, especially in his struggle for independence. From the heroic struggle of Sultan Ageng Tirtayasa, there is a value of patriotism that can be taken for the formation of character in individuals. As described above, the author makes the story book "Sultan Ageng Tirtayasa" is a print media created to provide historical knowledge about the struggle of the sultan ageng tirtayasa as a national hero and also a Banten figure who was instrumental in helping children gain the cultivation of patriotism and other moral values. from the story.

Condition of Visual Communication Media

The book Illustration of the story "Sultan Ageng Tirtayasa" will be made in the form of a picture story book intended for children in the age range of 11-15 years, in this book there are illustrations and manuscripts that tell the history of the struggle of the sultan ageng tirtayasa in dealing with the Dutch Company. with interesting visual concepts and there are games as entertainment that sharpen children's brains. As well as, qr code that can be directly connected to the music application link that presents the audiobook for backsounds from each illustration page.

Competitor Data

One of the important analyzes needed in the process of designing print books is the analysis of competitor data, through this process the writer can know and understand the situation of the target market. Observe the standard values that have been and are currently in force and make good preparatory stages to anticipate competition between these competitors.

SWOT Analysis

Strength (Strength)

- Explanation of stories with visual illustrations that dance and color
- There is a qr code that presents an audiobook for backsounds from each illustration page.
- There are interactive games at the end of the story as entertainment that sharpens the brains of children

Weakness

- Only tells various stories and not all aspects of the history of the sultan ageng tirtayasa are discussed in this book

Opportunity

- Stories that are still unfamiliar to young people at present.
- Banten is still thick with the story of the empire.

Threats

- The possibility that the public does not care about historical stories
- There is a possibility of similar and more innovative themed books.
1.   The Concept of Bilingual Illustration Book Design History of the Struggle "Sultan Ageng Tirtayasa" from Banten

Media Concepts

The process of designing a media concept is the presentation of information about the content that is designed and involves the mindset to combine the results of data processing with the design concept, thus creating a good output. Observations made by the author aim to explore data about the history of the story of "Sultan Ageng Tirtayasa" moreover the author wants to make a media that is recommended for children as educational material about the history of heroism and knowledge in English.

Media Strategy

In the use of the main media, will use illustrated books of various kinds of story books. Picture book is a unique media, combining text and images in a creative form, this media is able to attract the attention of all people of all ages, especially children, because it has advantages, which is easy to understand. In this book there are illustrations and manuscripts that tell the history of the struggle of the sultan ageng tirtayasa in facing the Dutch Company. So that readers can better appreciate each scene in the story provided qr code that can be directly connected to the music application link that presents the audiobook for backsounds from each illustration page. Not only that at the end of the discussion there is a quiz that can sharpen memories related to stories that have been read on the previous page, quiz questions made in English this aims to add insight into the mastery of English with fun. The book has a size of 19cm x 18.5cm.

Media Selection

In addition to the main media in the form of books, supporting media should also be prepared to support marketing and communication of the essence. These promotional supporting media are posters, brochures, flyers, social media advertisements, and merchandise in the form of bookmarks, totebag and t-shirt calendars.

Target

Dalam hal ini, panduan media merupakan media-media terpilih. Media yang digunakan sebagai solusi dalalm mempromosikan buku ilustrasi cerita sejarah perjuangan "Sultan Ageng Tirtayasa" diharapkan mampu memberikan informasi kepada khalayak sasaran tentang edukasi yang ditawarkan. Media yang digunakan harus mampu menginformasikan serta mampu membangun image positif kepada khalayak khususnya pada sasaran yang dituju.

Media Guide

There are several media that the author uses in applying promotional media to the story book "Sultan Ageng Tirtayasa", namely Above The Line (ATL) / Upper line media and Below The Line (BTL) / Lower line media.

Media Programe

The media program is an embodiment of the design of visual communication media that will emerge and be disseminated to the target audience. This is intended so that these media can be more effective in reaching the intended target.

Creative Concepts

In the process of making the author using illustrations created using software that is Adobe Photoshop, after the illustrations are used as a medium to convey the purpose made, then placed on the layout, the software used is Adobe Indesign. The layout in the layout that already has copywriting for each illustration is placed and arranged also using Adobe Indesign.

Keyword

The keywords are determined by the choice of the author's study topic. This aims to simplify the identification step. For the sake of facilitating the keywords that are set must include all aspects contained in the study. The story book "Sultan Ageng Tirtayasa" is a story that explains the history of the struggle of the figure of Sultan Ageng Tirtayas in fighting the Company. Therefore the keywords from the book "Sultan Ageng Tirtayasa" are welfare, elegance and struggle.

Creative Strategy

Creative strategies are approaches and systematic thinking that helps in the preparation of a promotion to maximize visual appeal. The following is a translation of the creative strategy of the story of "Sultan Ageng Tirtaysa"

Colors

Color can create a unique visual identity in the design of the print media story book "Sultan Ageng Tirtayasa". The application of color in the background illustration of the story of "Sultan Ageng Tirtayasa" uses the concept of dark colors and light colors, depending on the story scene depicted. When the story nuances of happiness, the depiction of the background using bright colors. But when in the story scene there is a VOC Company in it, the nuances of the background color are made darker to indicate if the arrival of the VOC Company in each scene has a negative aura because of their antagonistic characters, as well as in war scenes.

Typography

Typography or grammar is an art and technique of choosing and arranging letters with the arrangement of its spread in the available space, to create a certain impression, for maximum reading comfort. Typography used in making the story book "Sultan Ageng Tirtayasa" consists of the Headline used on the page The book is a Centabel Book font. Whereas subheadline and bodytext use the sans-serif Circular std font.

Illustration

The illustration technique used in the book is Freehand Digital illustration styles. This illustration technique is an illustration that resembles a painting style but is done digitally. This illustration has the realism of acrylic painting but is more subtle and sharp because it is done digitally. Character design can be done in a semi-realistic or cartoon style, and shadow / coloring is done digitally with realistic colors. Usually the background is deep but may be limited to the main scene or depend on the scene being illustrated.

Book cover

The illustration used on the cover is a picture of some of the scenes in the book. so that when combined the illustrations used are a plot picture of the story in the book. The elements consist of points, lines, fields, shapes, textures, colors, light dark, and spaces.

Design Style

Design style is a conventional stage in the process of designing a visual design. In designing the story book "sultan Ageng Tirtayasa", book design is included in the type of Picture Book Illustration. For the design style in the design of the story book "sultan Ageng Tirtayasa" is applied in the design

of promotional media. For book promotion media design, the concept applied is to use Vintage / Retro design concepts.

Layout

Layout refers to design principles which include balance, simplicity, contrast, harmony, and emphasis. In this case, media created using an asymmetrical balance, simple, visible contrast, and there is emphasis. The media of this book uses a 2 grid system to create a visual composition.

Synopsis

Synopsis has the main function is to describe or explain a work briefly and concisely. Here the output in the form of an illustrated book tells the history of the struggle of "Sultan Ageng Tirtayasa" against the existing kompantni. sultan ageng tirtayasa's struggle story has a very long history considering that this book is intended for children, so the story is kept as concise as possible without reducing the value of the story. The story's restriction only focuses on the main events that occurred between Sultan Ageng Tirtayasa, Sultan Haji, and the Netherlands. Namely the tragedy of the sabul war that occurred in 1658 and the peak of the war of the invasion of surosoan carried out by Sultan Ageng Tirtayasa against Sultan Haji who conspired with the Dutch in the Netherlands in 1682.

Audio

In the story book "Sultan Ageng Tirtayasa" there is a qr code that can be directly connected to a music application link that presents an audiobook for backsounds from each illustration page. This audio plays the backsound effect of the scene being told on the page so that the audience who is reading the story can feel the atmosphere of the scene being read in the story text.

Creative Programe

Each design work that is created has several creative programs and has several processes in producing a work that is a work that is maximum and can be liked by the public. Therefore the creative program is very helpful in providing the stages of producing a work.

Print Process

In the process of the "Sultan Ageng Tirtayasa" story book, the writer prints and binds it into a book form. The material used for content paper is 120gsm Matte Paper, printed with CMYK Pantone + Solid Coated offset printing with binding technique with hot glue into the form of hardcover laminated doff books.

Pre Production

The pre-production stage involves field and library studies, as well as processing and sorting data that will be used in the next stage. Like observing, surveying, studying literature, as well as meeting cultural and historian historians in fulfilling data completeness.

Production

After the pre-production stage, the next stage is the production stage in making designs. The following is the sequence of steps taken by the author to write the design of the print media story book "Sultan Ageng Tirtayasa".

1. Determination of design concepts based on information and data that the author has obtained, both obtained by references and suggestions from the supervisor.
2. Look for design style references that will be used in the book. Design references include layout, fonts, colors, and sizes and types of print media that will be used by the author.
3. The author makes illustrations in the form of sketch drawings which will later be presented in the book "Sultan Ageng Tirtayasa".

4. Create a layout design that uses Adobe Indesign software, and combined with illustrations that have been made before the layouting process

5. Illustrations and layouts are consulted with the supervisor in order to receive feedback on alternative designs.

6. Revise after consultation, and correct errors that occur in the design process. This process is in conjunction with the revisions made every time there is progress in order to become mature.

7. The design that has been made is extracted in the form of .PDF to enter the printing stage with the appropriate resolution.

8. After the work has been produced, the writer proceeds to the evaluation phase and compiles a work report.

Post Production

After submitting the production media and completing the report, the author continues the following post-production stages:

1. The print media of Sultan Ageng Tirtayasaakan's book will be presented to the examiner as a stage of the thesis examination. Stages of the presentation include an explanation of the background to the creation of the work, conceptualization, visual design process, printing and publication of the work.

2. The story book "Sultan Ageng Tirtayasa" is displayed in the faculty exhibition as a form of delivering the Final Project message.

3. The book "Sultan Ageng Tirtayasa" is accounted for by the author as one of the historical stories of the heroism of Sultan Ageng Tirtaysa in the form of a print media book that aims to provide historical knowledge about the banten regional hero namely sultan ageng tirtayasa.

Design and Application

Main Media

The main media design process of the story book "Sultan Ageng Tirtayasa" was executed by applying the concepts and visualization elements specified in the previous chapter. The following is a description of the layout design and concept visualization that has been applied to the main media:

Book

Figure 1: Full Cover Book
Source: Juan El Faeyza, 2020

The identity of a book is contained in a Book Cover, in this case there are studies including Copywriting and Art Directing on the Sultan Ageng Tirtayasa book.

Copywriting

Fgure 2: copywriting
Source: Juan Ef Reyza, 2020

Headline

Headline is an important element in a design, usually writing headlines are made different from other writings. Headlines relate to the title of the article discussed. Related to this headline on the cover consists of:

• Sultan Ageng Tirtayasa The Legend of Banten
• Sultan Ageng Tirtayasa The Legend of Banten (back cover)

Sub-Headline

Sub headline is part of the headline as a connecting bridge between the headline and the body text. Related to headlines, the sub headlines in this design are:
• Popup feature information book "Bilingual Book + New vocabulary and activitiy"
• Illustrastion and story: Juan Ef Reyza

Body Copy

Body copy is also an important element in designing because body copy is the explanation of the headline. In this cover design the body copy is located at:
• The body copy front cover is contained in the Qr Qode audio feature description.
• On the back cover, body copy is used to provide synopic information about the sultan ageng tirtayasa.

Art Directing

Figure 3: art directing
Source: Juan Ef Reyza, 2020

Lines

The lines used on this cover are real lines and pseudo lines. The pseudo line where the line is produced is the difference in color and space. Field: irregular while the real line is in the headline of the title, bilingual book popup information, and the back of the book.

Form

The shape element contained in this cover is a 2-dimensional shape formed due to the application of shadows on some of its objects.

Color

The use of color on the dominant cover uses red, the color was chosen because the story in the book tells about the fierce battle and struggle between banten and company, the soul of struggle and the burning spirit of war is depicted, according to the philosophy of red has a strong aura, gives the meaning of passion, courage and other supporting colors with tropical colors.

Space

The room on the cover is created by the difference in color that accentuates the background as a negative space and the objects of the image are positive space. Also the distance between the illustration objects.

Dark Light

The dark light in the cover's work is created by the difference of bright colors and dark colors so as to form the impression of dimensions and objects that are given light will be seen in dimensions due to the existence of bright dark colors from the objects.

Composition

The composition applied to the cover is symmetrical and asymmetrical composition.

Typography

Headlines and Sub Headlines are in the front of the book. Headline must be able to attract the attention of the target, here Headline uses sans serif Nusantara Type font, here the use of fonts for sub headlines is to use sans font, namely Circular std family.

Texture

Cover is made on the media on the media art carton so that it has a smooth texture.

Balance (balance)

Overall components of this cover design appear balanced. Not heavy-side. The designer combines a balance between writing, color, or image so that it doesn't appear biased.

Unity

There is a unity of color that binds to the cover, and is assisted by illustrations that are interconnected so as to have harmonious unity.

Rhythm (rhythm)

The rhythm in this book is on the back cover of the back of the book in the form of a brick arrangement which is used as an impression of the textures on the background.

Emphasis (emphasis)

Emphasis is seen on the front cover, where the headline becomes the main point of view. On the main cover there are many character objects that are used but the emphasis remains focused on the headline where the headline is the title of this book.

Proportion

The proportions between illustrations, typography, and layout are adjusted so that they are balanced and not distorted.

Promotion Media

The following is a description of the layout design and visualization of concepts that have been applied to promotional media

Poster

The poster which was applied in the type of Art Paper A3 size (29.7 cm x 42 cm) was used as a medium for delivering information about the open pre-order of books, books that have been published and book launch events. Distributed in a variety of school mading, national libraries, shops.

Flyer

The flyer, which is applied in A5 type paper (14.8 cm x 21 cm), is used as a delivery medium distributed before the release day and can be found in bookstores.

Magazine Advertising

Magazine ads are made to follow the space provided by related magazines, taken is the size of half page 21 cm x 15 cm in Bobo magazine.

Brochures

Brochures are promotional media that contain information about books, book launches, and book review. The brochure made is a folding brochure 3 A4 size 21 cm x 29.7 cm with Art Paper type.

X-Banner

X - Banner applied in Korean Flexi material measuring 160 x 60 cm. X-Banner is useful when launching a book, placed at the entrance to the event room.

Digital Advertising

Making social media Instagram as a promotional place, and using paid promote services that have been provided by Instagram so that the products we sell are seen by the wider community.

Merchandise

The design process of "Sultan Ageng Tirtayasa" Merchandise is executed by applying the concepts and elements of visuals that have been determined in the previous chapter, following is a description of the specifications and visual concepts that have been applied and printed into Merchandise.

Bookmark

Bookmarks Bookmarks with 310 gsm Art Carton material with a size of 5 cm x 15 cm, with illustrations of 3 main characters in books, logos, social media and websites.

Calendar

This A5-sized calendar (14.8 cm x 21 cm) contains illustrated pieces of scenes in the book and there are questions about questions to recall memories and also win monthly prizes from the official

"sultan Ageng Tirtayasa" on the left side to see the schedule. Calendar paper uses 230 gsm cardboard art material.

Post Cards

Postcards made with 230 gsm Art Carton paper with a size of 15 cm x 11 cm. By putting the illustrations in the book on the front of the postcard.

Pin

The pin is made with a diameter of 5.8 cm. This pin contains a picture of 3 main characters.

Mug

The mug is filled with illustrations of A5 size (14.8 cm x 21 cm). Mug Contains visual elements of character illustration, logo, social media and website.

T-Shirt

Combed 30s tshirts of various sizes, in addition to free gifts for lucky participants, also to be worn by speakers and moderators during the book launch event. Contains visual elements of illustration of the sultan ageng figure, social media and website.

Totebag

Totebag as a place to bring Sultan Ageng Tirtayasa's book, this totebag limited edition is printed only 20pcs. Contains illustrations of untama figures in the sultan ageng tirtayasa story, social media and websites.

Finale

Conclusion

The final project in the form of designing the illustrated book story "Sultan Ageng Tirtayasa" is used as introducing and reverting the figure of a regional hero, especially in Banten. This book is designed for the purpose of getting the reader to receive the message contained in the illustrations of the history of the struggle of the sultan ageng tirtayasa that can be used as a role model in arousing the spirit of patriotism. The illustrations in this book are interesting reading tools in addition to important information, there are also interactive games at the end of the discussion so that children can add insight with fun. In the process of designing print books, the role of art directing plays a big role because the determination of visual identity that can later be seen can be determined by the art directing process. No less important than that, a good book print media certainly also has good writing and language, of course it is determined by a good copywriting process as well. Of course, views and writings will also be enjoyable if the layout of a book gives the impression that makes it easier for readers to get clear information. This can be obtained in the layout process in the design of a book print media. And also in the design of printed media illustrated books on the story of "Sultan Ageng Tirtayasa" many involve the participation of people who support the implementation of this illustrated book print media.

Suggestion

With such a planned and thorough concept, this illustrated book on Sultan Ageng Tirtayasa is expected to be one of the first steps in awakening the spirit of patriotism and nationalism for the younger generation and the love for national hero figures. Great hope of the author if the publication media in the form of a book illustrated by the story of Sultan Ageng Tirtayasa can be published more broadly into the scale of the history of Indonesia's national heroes.

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