

CIREBON BATIK E-BOOK DESIGN WITH POP ART ILLUSTRATION STYLE

(Case Study Katura Studio At Trusmi Cirebon)

¹Wiwiek Nurkomala Dewi*, ²Suwandi, ³Muhammad Choirurizal,
⁴Gytha Nurhana Dhea Praadha Gitama

¹Catur Insan Cendekia University, Cirebon, West Java
Email: wiwiek.nurkomla.dewi@cic.ac.id

²Catur Insan Cendekia University, Cirebon, West Java
Email: suwandi@cic.ac.id

³Catur Insan Cendekia University, Cirebon, West Java
Email: choirurizal@gmail.com

⁴Catur Insan Cendekia University, Cirebon, West Java
Email: gytha.nurhana@cic.ac.id

* Penulis Koresponden: Wiwiek Nurkomala Dewi

ABSTRACT

Sejarah Artikel

Dikirim:
21 Agustus 2023

Ditinjau:
21 Agustus 2023

Diterima:
4 Oktober 2023

Diterbitkan:
12 Oktober 2023

Batik culture has emerged in Cirebon since the monarchy era's and has many types of batik motifs. People, especially the younger generation, don't know about Cirebon batik and its types other than Mega Mendung batik. This is due to a lack of publication and provision of information. Based on this background, we designed a guidebook, especially in the form of a digital book (e-book). This research uses a qualitative research method focusing on digital book design, using the participant's point of view as the preferred image in obtaining research results. The data collection techniques used were observation, interviews and questionnaires, literature studies, references, documentation and supporting theories in this design. The author designed a guidebook in digital form (e-book) with Cirebon monarchy batik motifs, pop art illustration style. Digital book media (e-books) have the advantage of being more concise and can be accessed for free in the current digital era. This e-book is also a means of preserving and providing information about Cirebon batik, so that Cirebon batik motifs, especially Cirebon monarchy batik motifs, can be known to the wider community. In this way, people will know, love and participate in preserving the local culture of the Indonesian nation.

Keywords: E-Book, Batik, Palace Motifs, Pop-Art

DESAIN E-BOOK BATIK CIREBON DENGAN GAYA ILUSTRASI POP ART (Studi Kasus Studio Katura Di Trusmi Cirebon)

ABSTRAK

Budaya membatik sudah muncul di Cirebon sejak masa kerajaan, dan memiliki banyak jenis motif batik. Masyarakat khususnya generasi muda yang belum mengetahui tentang batik Cirebon dan jenis-jenisnya selain batik Mega Mendung. Hal ini disebabkan kurangnya publikasi dan penyediaan

informasi. Berdasarkan latar belakang tersebut, kami merancang sebuah buku panduan khususnya dalam bentuk buku digital (e-book). Penelitian ini menggunakan metode penelitian kualitatif fokus pada desain buku digital, menggunakan sudut pandang partisipan sebagai gambaran yang diutamakan dalam memperoleh hasil penelitian. Teknik pengumpulan data yang digunakan adalah observasi, wawancara dan angket, studi literatur, referensi, dokumentasi, dan teori pendukung dalam perancangan ini. Penulis merancang buku panduan dalam bentuk digital (e-book) motif batik keraton Cirebon, gaya dalam pop art gaya ilustrasi. Media buku digital (e-book) mempunyai keunggulan lebih ringkas, dan dapat diakses secara gratis di era digital saat ini. E-book ini juga menjadi salah satu sarana untuk melestarikan dan memberikan informasi tentang batik Cirebon, agar motif batik Cirebon khususnya motif batik keraton Cirebon dapat dikenal oleh masyarakat luas. Dengan demikian masyarakat akan mengetahui, mencintai dan turut serta melestarikan budaya lokal bangsa Indonesia.

Kata kunci: E-Book, Batik, Motif Istana, Pop-Art

INTRODUCTION

Batik is one of the cultures of our country Indonesia which is very well known in the world and must be preserved. One area that has a characteristic batik potential is Cirebon. Cirebon itself is known as the largest batik producing area in Indonesia, especially in West Java, in Cirebon there is an area where all the shops selling batik and batik artisans are in the area called Trusmi Village which located in Cirebon Regency. Trusmi Village is one of the most important villages in Cirebon's cultural treasures [1].

In fact, Cirebon batik motifs have around 400 motifs, both in the Keratonan and Coastal batik categories, from the most famous ones such as Mega Mendung Batik, Ganggeng Batik, Liris Batik, Kawung Batik, Kembang Kantil Batik, to Singa Barong Batik [2]. This palace motif is because Cirebon has three palaces, namely the Kasepuhan Palace, the Kanoman Palace, and the Kacirebonan Palace Keratonan motifs usually use forms taken from the palace environment, such as Taman Arum Sunyaragi, Singa Barong, Naga Seba, Ayam Alas, and Wadasan. [1]. Even though the batik tradition in Cirebon has existed and been implemented for a long time, and there are many types of batik, there are still many people, especially among young people, who do not know what Cirebon batik is and other types of Cirebon batik apart from Mega Mendung batik, due to a lack of publications. or the lack of provision of information in the form of guidebooks, especially in the form of digital books (e-books)[3]. Mr. Katura as the owner of the Katura Trusmi Batik Studio explained in his interview with the author, that "there is still a lack of media information about Cirebon batik because there is still rare research by students or anyone who raises the theme of Cirebon batik motifs other than Mega Mendung in the form of guidebooks, especially digital books (e. -book)". Even though other Cirebon batik also has its own uniqueness and characteristics, especially in the motifs and colors, that's why Cirebon batik is one of the cultures that must be preserved because it is a valuable Indonesian cultural heritage[4].

The author decided to raise the problems that exist in the Cirebon batik industry as the topic of the Final Project because the writer feels this problem can be solved with design knowledge. Apart from that, the writer also feels that this issue is interesting to raise because the researcher observes that the public's interest and knowledge of Cirebon batik is still very minimal [2]. The existence of information about Cirebon batik is urgently needed as a means to preserve and provide information about Cirebon batik to the public and among young people in particular. Besides having the potential for beauty, Cirebon batik is also a work of art that has economic value and is even in demand by the local community and is liked by

people from abroad. With the problems above, the author is interested in trying to design an information media to introduce Cirebon batik in the form of a pop art illustration book in digital form (e-book) aimed at young people and the wider community so that Cirebon batik can maintain its existence and continue to be enjoyed by its beauty subsequent generations[4]. Therefore, the author is interested in raising the title " *Cirebon Batik E-Book Design with Pop Art Illustration Style (Case Study Katura Studio at Trusmi Cirebon).*"

LITERATURE REVIEW

2.1 Definition of Design

Designing is formulating a new concept and idea or modifying an existing concept or idea with a new method in an effort to meet human needs in which there are several steps that must be carried out before the results of the design are made into products[5].

2.2. Graphic design

Graphic design comes from two words, namely design means "to design", and graphics means "image". That is, designing images that aim to convey information or messages (communicate). So, graphic design is designing communication with images. Graphic design in the view of communication science is a method of conveying visual messages in the form of text and images from communicators to communicants [6]

2.3. Definition of E-Books

E-Books or in Indonesian known as electronic books or digital books are books in an electronic version. Digital books are books that are printed from various types of digital information which can be in the form of text, images, audio, video, and others that can be opened via computers, tablets, smartphones [7].

2.4. Illustration

In the book Introduction to Visual Communication Design illustration by definition is the art of images that are used to provide an explanation of an intention or purpose visually. In its development, illustration has turned out to be not only useful as a means of supporting the story, but can also decorate empty space[8]

2.5. Pop-art

Basically, pop art is an art that grows and develops from the branch of visual art from Dadaism. Some say that pop art is mass-culture art or mass cultural art. Pop art is the resistance of the established arts, which at that time the center was in the United Kingdom (now England) and the United States (now the United States)[9]. Pop Art or pop art is an art that developed in America which was born as a result of dissatisfaction with the development of the expressionism style that hit academia and occupied large classes at that time which were considered not to have contributed to society[10].

2.6. Definition of Batik

Batik, based on its etymology and terminology, is a series of words *mbat* and *tik*. *Mbat* in Javanese is defined as *ngembat* or throwing repeatedly, while *tik* comes from the word *dot*. So, batik means throwing dots many times on the cloth[11].

2.7. Editing Software

2.7.1. CorelDraw

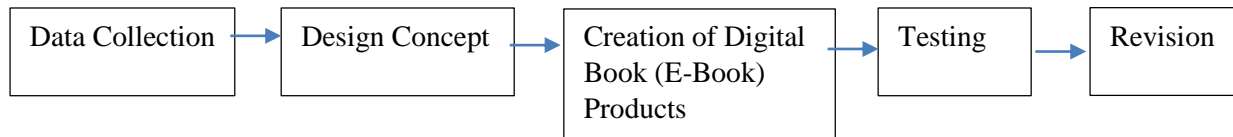
The CorelDraw program is a graphic design program used to create vector designs, logos and page layouts. The CorelDraw program is one of the most popular software in Indonesia. CorelDraw X7 displays new facilities that can help in making graphic designs. The CorelDraw X7 program is a program that is widely used by graphic designers in the world. It's been almost a year or so ago that Corel launched the X6 version and now Corel has released its newest version, CorelDraw X7 [12].

2.7.2. Flip PDF Professional

Flip PDF Professional is software for creating digital-based books that provides many features. Flip PDF has a page editor that can convert from pdf files. The features provided by this software include audio, video, images, videos from YouTube, Flash, and Vimeo. Flip PDF Professional can make interactive and interesting digital-based books that can be displayed on iPhone, iPad, desktop and Android [13].

METHOD

3.1. Research Methodology



3.1 Research Object

3.1.1 Katura Batik Studio

Located on Jl. Great-grandfather Trusmi No. 439 Trusmi Kulon, Plered District, Cirebon. The Katura Batik Studio is one of the studios engaged in the art of batik craft which is located in the Trusmi Cirebon batik center. The first Katura Batik Studio was established in 1974 and was only inaugurated in 2007. The owner of the Katura Batik Studio is Mr. Katura AR, he has managed to maintain and preserve classic Cirebon batik motifs, totaling 412 motifs.

3.1.2. Keraton Cirebon Batik Motifs

Keraton Cirebon Batik Motif: Mega Mendung, Kompeni Cirebon, Paksi Naga Liman, Naga Seba, Buraq, Kanoman Hias, Sawung Galing, Ayam Alas, Sumpit Urang, Taman Arum Sunyaragi, Gunung Jaian, Trusmian, Rajeg Wesi, Wadas Grompol, Patran Kangkung, Pantran Keris, Pantran kembang, Lenggang Kangkung, Simbar Kendo, Simbar Menjangan, Sawat Penganten, Banjar Barong, Gunung Giwur, Geongan Sunyaragi, Siti Hinggil, Naga Utah-utah, etc.



Fig.1. Mega Mendung



Fig.2 Cirebon Company



Fig.3. Paksi Naga Liman



Fig.4 The Naga Seba



Fig.5. Buraq



Fig.6. Kanoman Hias



Fig.7. Sawung Galing



Fig.8. Ayam Alas



Fig.9. Sumpit Urang



Fig.10. Taman Arum Sunyaragi



Fig.11. Taman Teratai



Fig.12. taman Arum Kasepuhan

Source: Collection of Katura Batik Studio

3.2 Audience

3.2.1. Target Audience

This e-book is intended for young people who have an interest in learning or getting to know Cirebon Batik from the age of 15-25 years.

3.2.2. Questionnaire data

The following are the results of the Questionnaire that the author did:

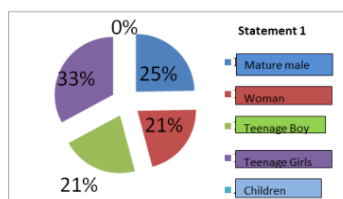


Fig.13. Gender Group
Source: Designer Doc (2023)

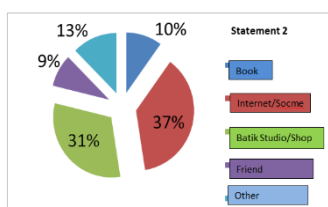


Fig.14. Comparison of Cirebon Batik Information
Source: Designer Doc. (2023)

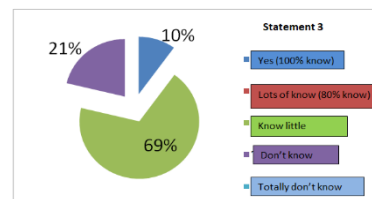


Fig.14. Comparison of Knowledge of Cirebon Batik
Source: Designer Doc. (2023)

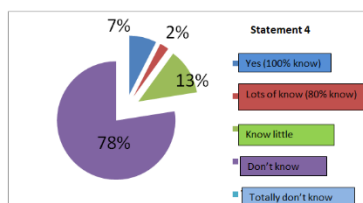


Fig.15. Comparison of Knowledge of Cirebon Batik
Source: Designer Doc. (2023)

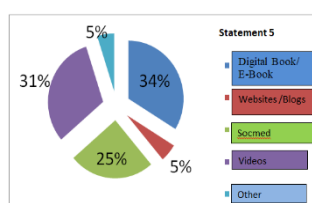


Fig.16. Comparison of Media Selection
Source: Designer Doc. (2023)

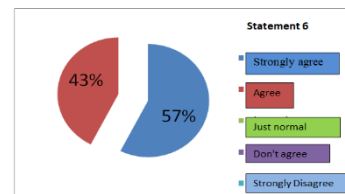


Fig.17. Comparison of the Existence of Cirebon batik
Source: Designer Doc. (2023)

3.3. Creative Strategy

The creative strategy for this design is to use digital book media (e-books) to introduce and provide information about Cirebon batik. Digital book media (e-books) were chosen because of the advantages of e-books, namely, they are more concise (this digital book can be placed on a cellphone and can be read anytime and anywhere), more durable (ordinary books can be torn while e-books are kept in a cellphones or other devices remain the same), cheaper (because they don't need to be printed and distributed, can be accessed online and for free), environmentally friendly (because they don't need to use ink and don't use paper, it is certain that e-books are more environmentally friendly) and can also follow the current digital era [7]. The pop art illustration style was chosen because from the questionnaire data the researcher's hypothesis emerged that the younger generation on average did not like Cirebon batik[13]. Meanwhile, the target audience for young people was chosen because many young people do not know what Cirebon batik is, Cirebon batik motifs besides Mega Mendung and others, while young people are the successors of the nation who will inherit culture in the future.

1. Verbal Concepts
2. Visual Concept

The creative approach to be achieved is by communicating messages in an informative manner, also by introducing and providing information to the target audience.

- a) Front and Back Covers

In the process of designing this name style, a suitable title/headline was determined but concise enough to be remembered, so a title with the sentence "Cirebon Batik" was chosen because this e-book discusses Cirebon batik. Then the sub-headline "Edition of Cirebon Palace Motifs" was chosen because this e-book is designed to be an introduction to Cirebon palace batik motifs. The following is the name style/title design that has been created:



Figure 18. Design Name Style
Source: Designer Documents (2023)

After getting the appropriate name style design, we started designing an attractive cover for this e-book. The first stage is making a manual/sketch design which aims to be an overview for the next stage, namely, digital design. For an attractive e-book cover, of course it will be more interesting to display several design examples contained in the e-book.



Figure 19. Manual Design
Source: Designer Documents (2023)



Figure 20. Front and Back Cover
Source: Designer Documents (2023)

b). Color

Using the typical colors of the Keratonan batik motifs, namely brown, cream, black, and soja as well as bright colors (typical of pop art), such as a combination of red, blue, yellow, and others to suit the pop art design style [14]. The combination of these colors is to make it more attractive, pleasing to the eye and creates a contemporary or contemporary impression and in accordance with its segmentation, namely among young people. And so that readers enjoy it more and give a relaxed impression to those who read this e-book[15].

c). Layouts Design

Almost all of the layout design principles used in the design of this e-book are used starting from balance, rhythm, emphasis, and unity so that this guidebook becomes more attractive and not monotonous and the page layout is minimalist [1].

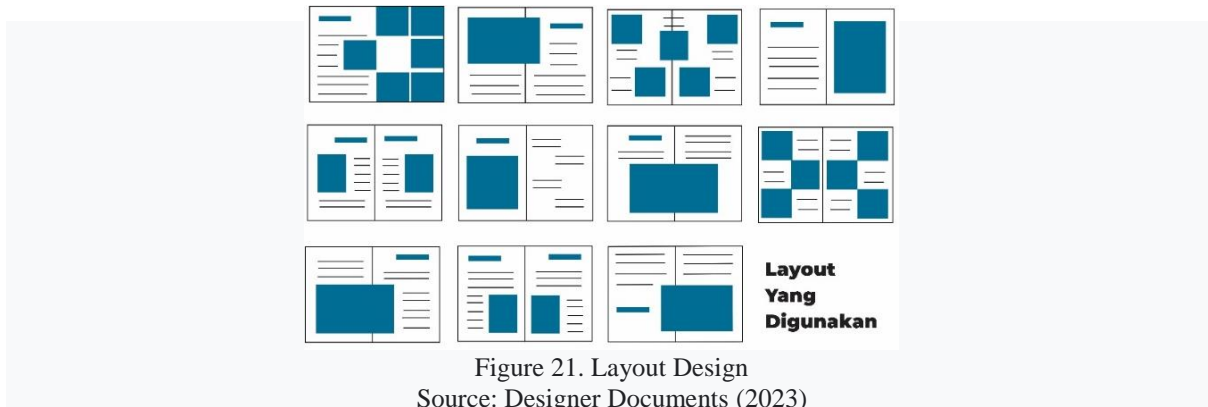


Figure 21. Layout Design
Source: Designer Documents (2023)

- d) Typography, type of font used is Sans Serif, Montserrat Font is used for titles/headlines (size 55 and 80 pt), sub-headlines (size 18 pt) and book contents (size 11 pt). Happy Jokes font is used for sub-headings (size 50 pt) and sub-chapters (size 36 pt) dan Andara Script.
- e) The illustration used in this design is an illustration that takes ornaments from the Cirebon palace motif, then combined with a pop art illustration style. The following are some illustrations of Cirebon batik ornaments:

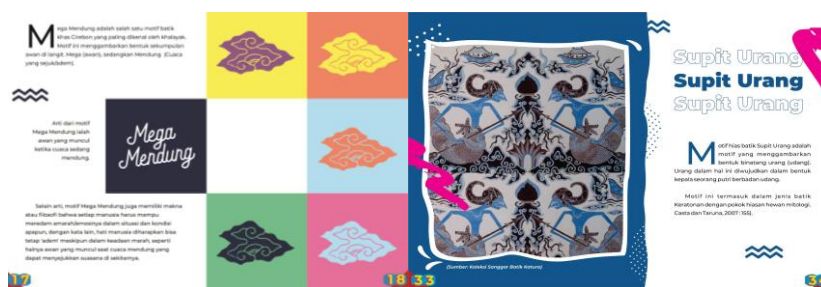


Figure 22. Pop Art Batik Illustration
Source: Designer Documents (2023)

3.4. Media Strategy

3.4.1 Main Media

The main media is in the form of digital books (e-books) in the Open Electronic Book Package format, namely digital books known as flip books, featuring books in 3D format that can be opened like printed books (flipping) which can be accessed online. This e-book contains information on the Cirebon palace batik motifs and their meanings or explanations obtained based on information/data from the Katura Batik Studio, literature review, the internet, and others.

3.4.2 Storyline

After making the concept, then the next stage is making a storyline. Making this storyline must be in accordance with the concept that has been made.

TABLE 1: STORYLINE

Page	Description
I	Front Cover
	Title Headline: Batik Cirebon
	Subtitle Headline: Cirebon Palace Motifs Edition
	Inside Cover Image

III	Foreword
IV	List of Content
1-12	What's Batik (Subtitle 1) Contain an explanation of definition of the Batik, histories of Trusmi Village, and the uniqueness of Cirebon Batik
13-72	The meaning behind the Cloth (Subtitle 2) Contain an explanation of the Cirebon Palace Batik Motifs and along with their the meanings/explanation
73-90	Info About Bati (Subtitle 3) Contains an explanation of the tools and materials for batik, the process of making batik and batik technique
91	Quotes Message from Mr. Katura A.R (the owner of Katura Batik Studio)
92	Bibliography
93	About the Author
	Back Cover Contains of synopsis, which is summary of the entire contents of the e-book

Source: Designer Documents (2023)

The next stage is storyboarding. Making this storyboard must be in accordance with the storyline that has been made.

3.5. Production process

The production process is the next stage after the pre-production stage. In the production process there are several stages that must be done, namely:

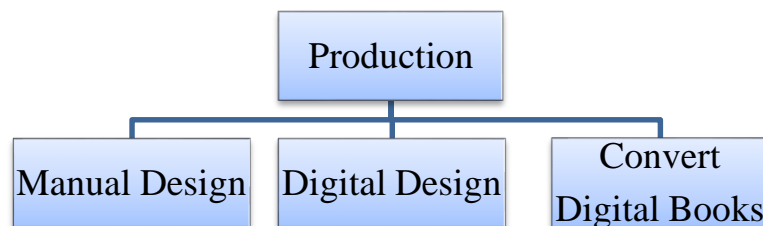


Figure 23 Production Process Chart
Source: Designer Documents (2023)

3.6. Hardware Requirements (Hardware)

After the storyline and storyboard are made, the writer will carry out the equipment requirements that will be used in the production process. The following is a list of equipment used in the production process, namely a computer package with standard editing specifications:

3.7. Software Requirements (Software)

In the process of making this guidebook the author uses software, namely:

- CorelDraw X7*: this software is used to create manual designs in digital form.
- Flip PDF Professional*: this software is used as a file to convert books in digital form (e-books).

RESULTS AND DISCUSSION

4.1 Convert Digital Books

After creating the design, the next step is converting the finished design into digital form (e-book) using the Flip PDF Professional software. The steps are as follows:

1. Open the Flip PDF Professional software, then select New Project
2. Import files that have been made in pdf format

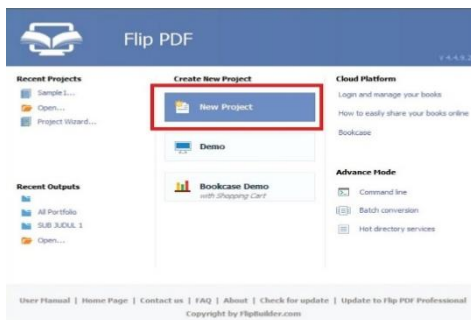


Fig.24. New Project

Source: Designer Documents (2023)

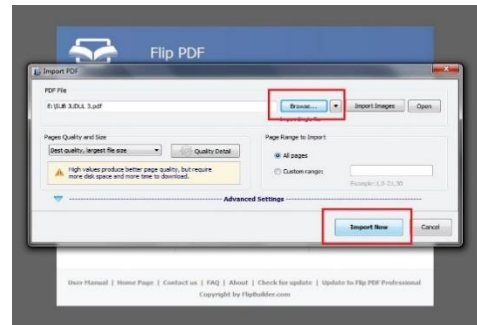


Fig.25. Import Files

Source: Designer Documents (2023)

3. Next, edit the e-book by adding text, images, bibliography, and others as needed with the tools provided, then save the file. Click edit page – edit – then save the file.
4. After the editing stage, the next step is to publish the e-book online. Click publish – publish online.

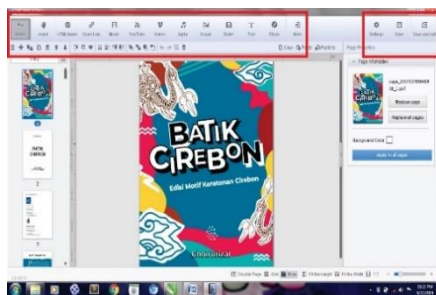


Fig.26. Pages With Various Tools

Source: Designer Documents (2023)

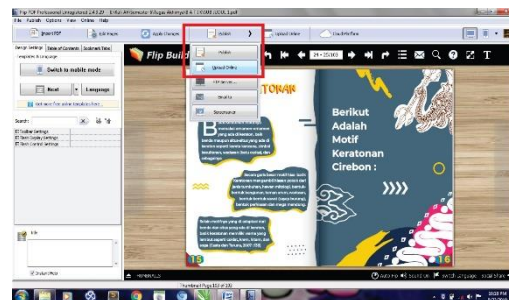


Fig.27. Publish Online

Source: Designer Documents (2023)

4.2 Publication

This e-book can be used or accessed on laptops and PCs, iPhones, iPads, and Android phones. With cellphone specifications that can be used to access the minimum, namely, smartphones with Apple iOS operating systems, Android, and Windows phones with at least 1 GB of RAM.



Figure 28. Laptops and PCs

Source: Designer Documents (2023)



Figure 29. iPhones

Source: Designer Documents (2023)



Figure 30. Ipad

Source: Designer Documents (2023)



Figure 31. Android Phones

Source: Designer Documents (2023)

CONCLUSION

The presence of this e-book is a new discourse as an interesting and innovative information and learning support medium to introduce Cirebon batik, especially Cirebon palace motifs to young people and the general public amidst the lack of information in the form of guidebooks on Cirebon batik, especially in digital form (e-book). This e-book is displayed in the Open Electronic Book Package format, which is a digital book known as flip books, featuring books in 3D format that can be opened like printed books (flipping) which can be accessed online and can be read for free, environmentally friendly, more concise and durable, able to keep up with today's digital era, using language that is easy to understand, with the illustration style used that emphasizes the pop art illustration style.

This e-book is also one of the means to preserve and provide information about Cirebon batik, so that Cirebon batik motifs, especially Cirebon palace batik motifs, can be recognized by the wider community. In this way, people will begin to know, love, and participate in preserving the culture and arts that belong to the Indonesian nation, and so that Cirebon batik can maintain its existence and continue to be recognized for its beauty by future generations.

This e-book can still be developed with other illustration styles, and an edition that introduces Cirebon coastal motifs can be designed. Print versions of books and offline versions can also be an alternative if needed.

THANK-YOU NOTE

The preparation of this digital book could not have been separated from the help of various parties, for that we would like to thank our work team Mr, Muhammad Choirurizal, Mr. Suwandi, Mrs. Ghyta, Mrs. Nina Sofiyawati, M.Ds, Trusmi batik sources and the Cirebon Palace, system editors, e-book editors and all those who assisted in the process of designing this digital book.

REFERENCES

- [1] K. Kudiya and S. K. Atik, "The Strength of Cirebon Batik Motif Design as an Identity Space for Indonesian Geographical Indications," *Waca Cipta Ruang*, vol. 6, no. 1, pp. 1–12, 2020, doi: 10.34010/wcr.v6i1.4192.

- [2] D. E. Surya, S. Sos, and M. Si, "MARKETING COMMUNICATION STRATEGY OF SANGGAR BATIK KATURA TRUSMI CIREBON (Descriptive Study Regarding the Marketing Communication Strategy of Sanggar Batik Katura Trusmi Cirebon in Promoting Batik Mega Mendung Among Visitors) By: Resti Mardianti".
- [3] J. Fotografi, F. Seni, and M. Rekam, "Mega Mendung as Batik Pattern," 2019.
- [4] Y. Y. Suryana, "Creative Digitization of Batik Motifs in World Design Styles ," *Ith*, no. August, 2013.
- [5] L. Pamela, "Study of Written Batik Design in Batik Owens Joe Bekonang," *Gelar J. Seni Budaya*, vol. 17, no. 2, pp. 129–139, 2020, doi: 10.33153/blr.v17i2.2653.
- [6] N. Dewi, "Marketing Communication Strategy of the Bekasi Batik Community (KOMBAS) in Preserving Typical Bekasi Batik in the Bekasi Community (Qualitative Descriptive Study..., 2018, [Online]. Available: http://repository.uibharajaya.ac.id/17111/2/201310415078_Dewi_Nurjanah_BAB_I.pdf
- [7] D. Mentari, S. Sumpono, and A. Ruyani, "Development of e-book learning media based on the results of 2-d electrophoresis research to measure students' creative thinking abilities" *PENDIPA J. Sci. Educ.*, vol. 2, no. 2, pp. 131–134, 2018, doi: 10.33369/pendipa.v2i2.4651.
- [8] A. P. Siregar *et al.*, "Efforts to Develop the Batik Industry in Indonesia," *Din. Kerajinan dan Batik Maj. Ilm.*, vol. 37, no. 1, 2020, doi: 10.22322/dkb.v37i1.5945.
- [9] M. A. Rahim and C. G. Amiarsa, "Plana Memora : Decontextualization of the Form of Fine Art Works," *Visualita*, vol. 8, no. 2, pp. 75–88, 2020, doi: 10.33375/vslt.v8i2.2726.
- [10] B. Sudirman, "Pop Art Concept with Collage Techniques in Commercial Photography 1," *J. Chem. Inf. Model.*, vol. 110, no. 9, pp. 1689–1699, 2019.
- [11] "Madumongso - Indonesian Wikipedia, the free encyclopedia" [Online]. Available: <https://id.wikipedia.org/wiki/Madumongso>
- [12] S. A. Graf, "Corel Draw X7 Material Module Compiled by :," no. 41.
- [13] R. Yulia Aftiani, K. Khairinal, and S. Suratno, "Development of Professional Pdf Flip-Based E-Book Learning Media to Increase Students' Learning Independence and Interest in Learning in Economics Subjects for Class X Iis 1 Sma Negeri 2 Kota Sungai Full," *J. Manaj. Pendidik. Dan Ilmu Sos.*, vol. 2, no. 1, pp. 458–470, 2021, doi: 10.38035/jmpis.v2i1.583.
- [14] A. Rifai, "Swallow Bird with Pop Art Style in Casual Clothing," 2022.
- [15] Puryani, L. Nafisah, and T. Wibawa, "Appropriate Technology (TTG)," *J. Ris. Drh.*, vol. 19, no. 3, pp. 3348–3347, 2019, [Online]. Available: https://jrd.bantulkab.go.id/wp-content/uploads/2019/jrd_02_agustus_2019.pdf