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
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 di sebabkan kurangnya publikasi dan penyediaan...

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

![Flowchart](image)

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*


![Image](image)
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:

![Design Name Style](image1.png)

**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.

![Manual Design](image2.png)
![Front and Back Cover](image3.png)

**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 soga 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].
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:

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>
<thead>
<tr>
<th>TABLE 1: STORYLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page</strong></td>
</tr>
<tr>
<td>Front Cover</td>
</tr>
<tr>
<td>Subtitle Headline: Cirebon Palace Motifs Edition</td>
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<tr>
<td>I</td>
</tr>
</tbody>
</table>
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:

![Production Process Chart](image)

**Production**
- **Manual Design**
- **Digital Design**
- **Convert Digital Books**

### 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:

a. *CorelDraw X7*: this software is used to create manual designs in digital form.

b. *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
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.

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.
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

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