

Sticker & Schedule Planner Design with Endemic Animals of Indonesia Theme for Children

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ABSTRACT

Stickers and schedules are forms of stationery that are popular among children. It has a beneficial function that can help them organize their daily life. This research discussed product designs of name stickers and schedules with endemic animals of Indonesia theme for children. The theme of endemic animals is chosen as an educational theme that children can learn about. Quantitative methods are used to survey the target market. The results show that 32 respondents agreed that the theme of endemic animals of Indonesia and cartoon and flat style illustration style used is suitable for children.

Keywords: Sticker, Schedule Planner, Children, Product Design, Endemic Animals

INTRODUCTION

Name stickers and schedule planners are two popular stationery items for children. They would use name stickers on their belongings as an ownership mark and use schedule planners to plan out their day for school or on a regular day. Doing this; could also develop children's discipline to fulfill their duties and obligations properly. The purpose of discipline is for children to be creative and dynamic in developing their lives in the future (Wara, 2019).

Since stickers and schedule planners are popular these days, there are a lot of themes that go with them. However, themes that specifically show Indonesian nature are rarely seen, especially about endemic animals of Indonesia. Even though Indonesia has a vast species of animals, there are about 813 endemic animals from categories like mammals, birds, and amphibians (IUCN, 2018). Therefore, the purpose of this research is to know whether the designs of stickers and schedule planners using endemic animals of Indonesia are suitable or not for children from their parent's or older siblings' perspectives based on illustration style and colors.

LITERATURE REVIEW

Social Design

The terms "social" and "design" are used to define social design, according to

Veiga & Almendra (2014). The term “design” relates to problem-solving and meeting demands, while the word “social” in social design refers to parts of the human condition that society produces and is therefore recognized as a “social” issue. Dealing with social concerns using design methodologies is the definition of social design.

For instance, *Safe Nios: The Healing Tree*, a children’s book and environmental graphics system, is used in educational media to inform patients about burn therapy by using the characters of two burned children who travel far to aid a magic tree. Patients can join the magical adventure by undergoing 10 distinct therapies (Globalroadshow, 2017).

Endemic Animals in Indonesia

The word “endemic” means something that is only found in a geographical area and not anywhere else in the world. So, endemic animals are animals found in just one region and nowhere else in the world. It is estimated that 300,000 species of wild animals or about 17% of the world’s animals are found in Indonesia (Ramadhani, 2018).

Although it is rich in animal diversity, Indonesia is also known as a country that has a long list of animal extinctions. Choosing endemic animals of Indonesia as a theme for children’s product design would help increase awareness from a young age.

Sticker and Schedule Planner

Stickers have become one of the most popular products purchased by children and can be used as a means to educate children. For example, a reminder sticker book was created to develop children’s interest in brushing their teeth, where it is to associate tooth brushing with putting their stickers in the book as enjoyable activity (Effendi et al, 2021)

Another product that is popular among children is a schedule planner that would help children and parents plan their daily activities from school or work. According to Ostrosky (n.d.), children can feel secure and comfortable if they have predictable schedules, it also helps them to understand the expectations of the environment.

Combining the theme of endemic animals from Indonesia with products like name stickers and schedule planners could give an educational benefit to children about them. This could build awareness of the endemic animals in children where children still lack knowledge about these animals.

Cartoon Style for Sticker and Schedule Planner

In this paper, cartoon style is chosen because Karakas (2012) stated that for a child’s physical and mental development, a cartoon can be used as a tool for the development of the children’s mother tongue. The cartoon style is also an attractive and essential role in a child’s visual reading skills. According to Bashara (2015), the cartoon style is composed of lines, flat, and bright colors, which will help children identify animals’ shapes easily.

Colors for Sticker and Schedule Planner

Color is an essential part of our lives, especially as children, it allows us to express ourselves and also gives meaning physically, mentally, and emotionally (Adams, 2017). In this research, the stickers and schedule planner design using a color palette that consists primarily of orange, yellow, green, and blue, because yellow & orange represent joy and playfulness while combining with green & blue represent the colors of nature. Green represents growth and environmental causes to preserve the earth. Blue symbolizes sincerity, inspiration, and the color of the ocean (Eiseman, 2017). The colors represent children and nature which fits with the theme of endemic animals from Indonesia.

METHODOLOGY

The research method used in this research is a quantitative method by doing a survey using Google Form related to the targets that have been set and also literature review from journals, books, and online sources. The first step in the research process is identifying the availability of stickers and schedules with endemic animals of Indonesia theme for children. The second step is developing a design concept based on the literature review and visualizing it. The final step is conducting a survey to get validation from the target audience.

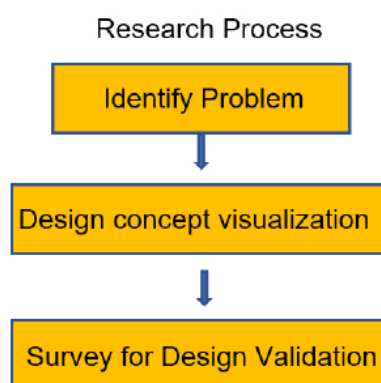


Table 1 Research Process (Source: Personal Data, 2022)

RESULT & DISCUSSION

Survey Results

This research surveyed name stickers and schedule designs with the theme of endemic animals in Indonesia using cartoon-style illustration, whether it is suitable for children or not. The endemic animals drawn in the stickers and schedule designs are the Sumatran tiger, Kalimantan elephant, and Kalimantan orangutan because tiger, elephant, and orangutan shapes are easily recognized by children yet they might not be aware that those animals are endemic. The sticker size is 4.4 cm x 2.8 cm and the weekly schedule planner size is 29,7 cm x 42 cm.

The total number of respondents from the survey is 32 respondents who are parents. The results show that there are 20 females and 12 males from the age ranging from 25 years old to 49 years old. The results also show that 75% of

respondents are married and have children while the rest 25% of respondents are not married. Other data respondents' are shown below:

- Data of Parents' Responses Based on Their Children's Age
The age range from the survey results is 0 years old to 15 years old and the majority of the respondents have children between the ages of 8-11 years old, followed by 4-7 years old.

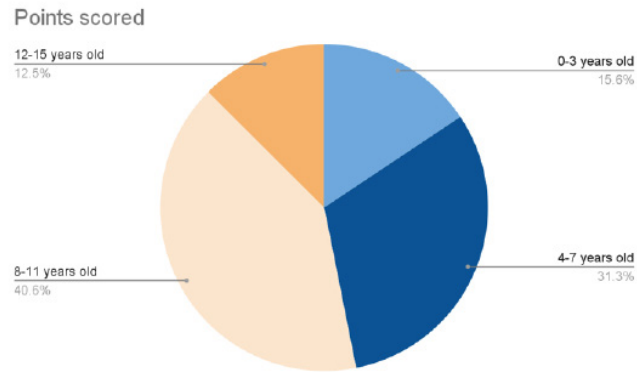


Image 1 Survey Results on Parents Based on Their Children's Age
(Source: Personal Data, 2022)

- Data of Parents' Responses Based on Their Children's Liking of Stickers and Schedule Planners.
The results show that most of their children like and use stickers and schedule planners in their daily lives.

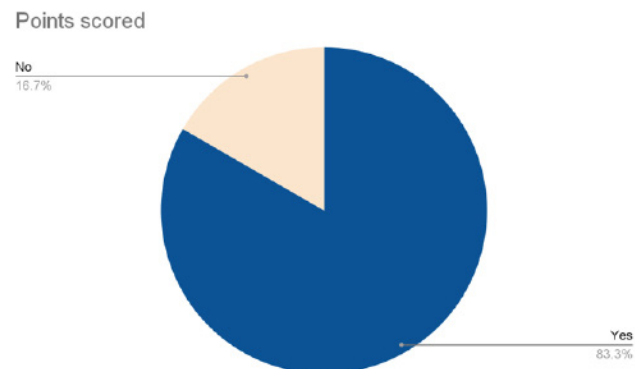


Image 2 Survey Results on Parents Based on Their Children's Liking of Stickers and Schedule Planners
(Source: Personal Data, 2022)

- Data of Respondents Based on Whether the Theme of Endemic Animals from Indonesia is Suitable for Children or not.
From the survey results, all of the respondents agree that the theme of endemic animals from Indonesia is suitable for children.

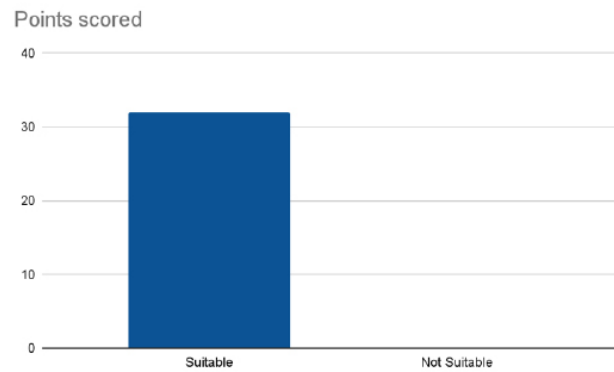


Image 3 Survey Results Based on Whether the Theme of Endemic Animals from Indonesia is Suitable for Children or not (Source: Personal Data, 2022)

From the survey results, most of the respondents like the name stickers with the theme of endemic animals of Indonesia are suitable for children. The reason was the design has a distinctly children’s theme. There are pictures of animals with varied bright colors and eye-catching. They also said that most children love products with animal themes.



Image 4 Name Stickers with the Theme of Endemic Animals from Indonesia using cartoon-style illustration (Source: Personal Data, 2022)

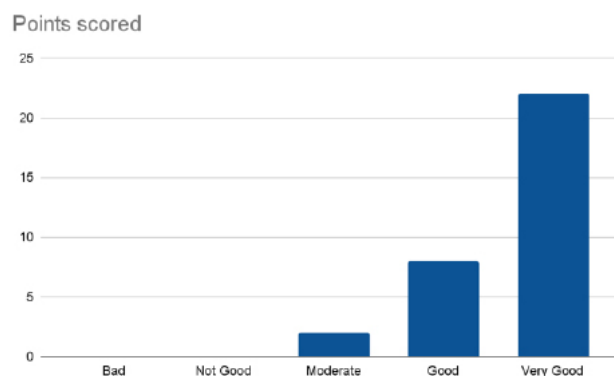


Image 5 Survey Results Based on Their Liking of the Design of Name Stickers (Source: Personal Data, 2022)

As for the schedule planner design, most of the respondents feel that the design is very good and agree that the theme of endemic animals of Indonesia is suitable for children. The reason was the design has bright & eye-catching colors and attractive designs of animals for children.



Image 6 Schedule Planners Design with the Theme of Endemic Animals from Indonesia
(Source: Personal Data, 2022)

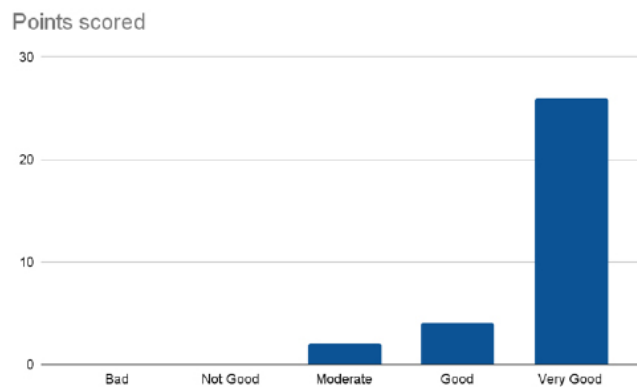


Image 7 Survey Results Based on Their Liking of the Design of Schedule Planners (Source: Personal Data, 2022)

- Data of Respondents Based on Their Interest in Purchasing the Name Stickers and Schedule Planners
The survey results show that most of the respondents would like to buy the products.

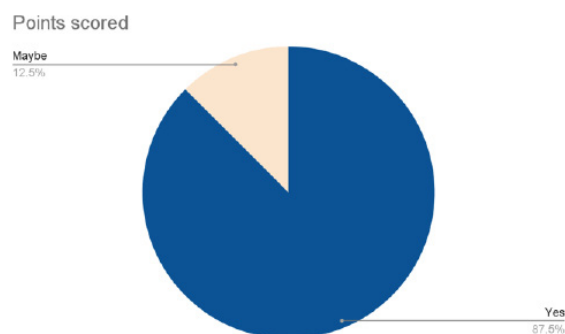


Image 8 Survey Results Based on Their Interest in Purchasing the Name Stickers and Schedule Planners (Source: Personal Data, 2022)

Based on the survey results, parents who have positive feedback towards the endemic Indonesian animal sticker design and schedule planners are also most likely will buy the products. By providing information about the endemic animals on the sticker packaging, parents can use it as a tool to convey an awareness of the animals to their children.

CONCLUSION

This research concludes that the products of name stickers and schedule planners with the theme of endemic animals of Indonesia using cartoon-style illustrations combined with a color palette that consists of primarily orange, yellow, green, and blue, are suitable for children. Respondents also have an interest in buying the products. This can be shown from the survey results of 32 respondents above.

Suggestions for developing future products are more variations on the animals and colors for the name stickers and schedule planners. This will also help children to aware and have more knowledge of the variety of endemic animals of Indonesia.

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