

Dunia Sekar Branding Development through 2D Animation Illustrated Song

I Made Marthana Yusa

Multimedia Design Subject of Informatics Engineering Department
 STMIK STIKOM Indonesia
 Denpasar, Indonesia
 made.marthana@stiki-indonesia.ac.id

Abstract—This research is a continuation of the author's previous research which is designing children's story book entitled *Dunia Sekar* as a medium of Hinduism values literacy. The focus of this research is on brand development as part of marketing strategy, instilling traits of character and conveying Hinduism values. The concept model of the development of the *Dunia Sekar* brand is to realize the synergy of the trinity of the entertainment industry that includes the print(book/comic)-animation-game products of commonly developed countries like Japan and the United States. From the results of the preliminary evaluation found that the illustrated song of *Dunia Sekar* in 2D animation format can be used as an animated intro series that can be realized in the next stage of research. The 2D animated form is more suitable than 3D animation to maintain the brand or visual image of the characters that appear on the children story book in a 2 dimensional drawing style. There are several visual aspects that need to be improved in order to enhance the appearance of the video clips such as the consistency of *Sekar* character display, featuring *Sekar* parent with full view, and the enhancement of background image detail.

Keywords—*Dunia Sekar*; branding development; 2D animation; illustrated song

I. INTRODUCTION

Indonesian Hindu people—according to Indonesian population census 2010 data were only 1.7% to total Indonesian population—faced lots of challenges, particularly in regard to raising a ‘good’ Hindu children. Indonesian Hindu people feel this situation, particularly outside Bali. According to 2010 population census data, Hindu people in Bali was 83%. Respondents as representative samples were Jakarta Hindu citizen. Based on the results of interviews and surveys, a preliminary data showed that they feel it is very difficult to find good Hindu school (or Hindu teachers) and good Hindu children media i.e book that can support parent in teaching Hindu values to their kids. Little attention have been paid to Hindu children, while Hindu society in Indonesia realized that Hindu children are the future generation of Hindu. Instilling them with good Hindu values will ensure better Hindu society in the future. Previous studies related to the needs of Hindu literacy media for Indonesian Hindu children were already conducted. They were presented and published in proceedings [1]. The creation of illustrated storybooks entitled *Dunia Sekar* constructed the value literacy strategy of Hinduism. From the

data in table 1 indicated that the results of *Dunia Sekar* book sale were enthusiastically accepted well by parents.

TABLE I. THE RESULTS OF DUNIA SEKAR BOOK SALE

Book Title	Periods	Amount
Tat Twam Asi	Sep 2016-Dec 2016	525
	Jan 2017-Dec 2017	271
	Jan 2018-current	13
Guru Rupaka	Apr 2017-Dec 2017	570
	Jan 2018-current	5
Tri Hita Karana	Oct 2017-Dec 2017	305
	Jan 2018-current	19
TOTAL		1709

Dunia Sekar team that has build a company named *Kreasi Kawan Baik*, feels that *Dunia Sekar* need more socialization media tools that can enhance the *Dunia Sekar* brand. This study uses Cunningham's approach [2] regarding how to building industry through cultural values. A similar approach is applied to the development of the intellectual property into various forms. For example, *Doraemon*, first appeared in comics, was reproduced in physical forms such as stickers, souvenirs, dolls, animated film series, animated featured films, and electronic games or video games [3]. The development of IP management in Indonesia also starts to develop, especially in the animation industry such as *Juki* [4]. The countries with developed entertainment and educational industries such as Japan and the USA commonly carry out commodification of character images.

Yoon and Malecki revealed how animated film production is different from the production of live action films by forming synergistic networking between various types of entertainment media as the development of a character [5]. The knowledge adapted in this study is about the concept of the distribution of workload animation project both in the pre-production and post-production stages. Hosany et al. revealed their findings indicate that eight tactics help to build and sustain the *Hello Kitty* brand: keep it simple, character licensing, third-party collaboration, capitalising on nostalgia, product-line extensions, brand extensions, sustaining consumer interests, and harnessing technology. The type of character in this study is different from Hosany's research. The character of *Dunia Sekar* in this study is categorized as human while in Hosany is anthropomorphic (animal or human form of a human being)

[6]. However, the use of 8 tactics in building and maintaining the image and distinctiveness of an entity is still relevant.

II. RESEARCH METHOD

With intention to address the problem and with the help of social media, authors introduced development of storytelling forms from storybook models to 2-dimensional animation models to enhance Dunia Sekar brand. Dunia Sekar serves three main objectives, i.e.

- Delivering Hindu values more pleasantly;
- Providing a 'role model' for children through the main characters in the story;
- Supporting the parents in conveying the Hindu values to children easily.

This study develops the character building of images that refers to: (1) the three main objectives of Dunia Sekar; (2) the need of Kreasi Kawan Baik — as producers and managers of the work of Dunia Sekar in strengthening the brand of Dunia Sekar; and (3) a summary of concepts formulated from the literature.

Important point of the enhancement in socialization media required are:

- It has to reflect the Dunia Sekar characters from the book but in more live version (i.e. adding movement) or in other word, enliven them;
 - It has to promote the Dunia Sekar book;
- It has to be appropriate for children.

Based on 3 needs mentioned, author answered the needs of socialization media tools in form of illustrated song based on 2 dimensional animation. In the pre-production process, an animation production design strategy was developed. It must contained communication aspect (audio-visual) that reveals :

- If talking about illustrated song, then the aspect that is no less important is the song itself. Therefore the Dunia Sekar theme song must be created well,
- Visualization aspect of the character has to be same or at least similar between the character look in the animation and in the book,
- Illustrated song i.e. video clips in the form of animation must be delivered in a storytelling style as typical in illustrated story books,
- The illustrated song must display nature or natural environment as part of the Dunia Sekar team campaign to invite children to care about the environment.

The illustrated song must show a snippet of the story in the story book that has been circulating.

This study identifies the media socialization enhancement in Sekar’s world as the research problem. The research problems formulate three main points: (1) Enliven Sekar’s main character; (2) Promote the storybook of Sekar’s character; and (3) Appropriate for children. There are 2 (two) aspects that

must get more attention in enlivening Sekar’s main character, namely visual aspects and audio aspects. The most important visual aspect embodied in the illustrated song is creating movements under the characteristics of each character, especially Sekar and Panji as the main character. To achieve the intended quality of motion and knowledge on branding development, the author carried out a literature study on Disney’s 12 animation principle [7] and observation on children and grown-ups movements / kinesthetic [8-10]. Knowledge on branding development is also necessary be obtained through the literature study. Creating a great original soundtrack from Dunia Sekar is the most important aspect.

There are three things that must be conducted in illustrated songs to achieve the mission of promoting the book of Dunia Sekar, namely: (1) The logo must be displayed; (2) some page footages on the book must be presented on the song illustration; (3) all the main characters in the storybook must be exposed in the illustrated song. The next important thing in designing the illustrated song is the feasibility to broadcast for children. One of the requirements is the visual style displayed in the illustrated song must be at least similar to the one shown in the storybook. The message must be delivered in the form of storytelling, and the scenery must be displayed as part of the campaign of Dunia Sekar to encourage children to participate in maintaining cleanliness and preserving nature and the surrounding environment. The concept of design as part of this research method can be seen in figure 1.

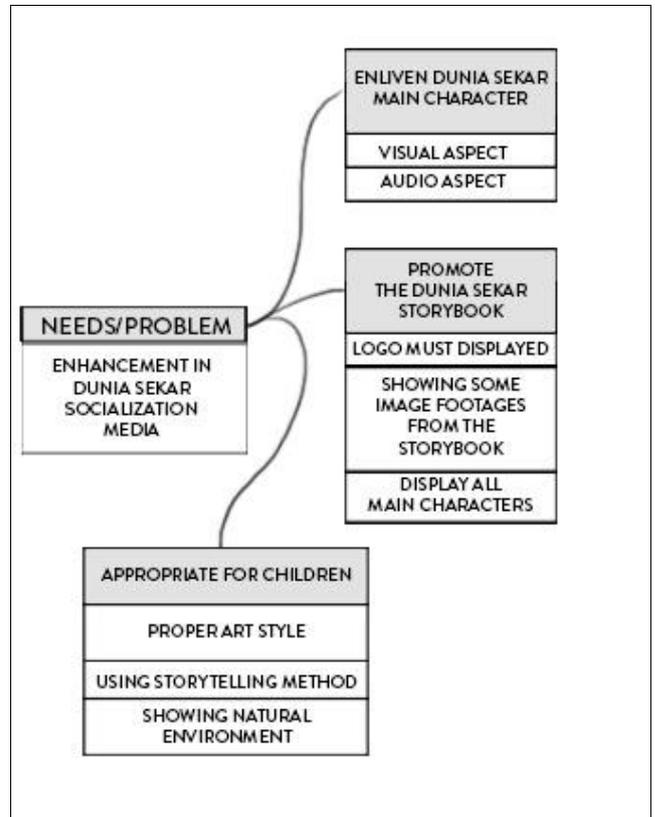


Fig. 1. Design concept-research method.

The 5 characters that must appear in the illustrated song, as shown in figure 2, include Sekar (photo of Sekar’s family-

bottom left), Panji (photo of Sekar’s family-right below), Pak Dharma (photo of Sekar’s family-upper left), Mrs. Santhi (photo of Sekar’s relative-right top), and Pak Bajra (the right picture).



Fig. 2. five main characters from Dunia Sekar storybook.

The process of the realization of Dunia Sekar illustrated song is done through 3 stages, namely pre-production, production, and post-production. At the pre-production stage, some activities are conducted i.e., designing the concept, recording the original soundtrack, composing the motion design according to the lyrics, and designing storyboards. At the production stage, the storyboard implementation activities are carried out such as making background images and carrying out rotoscoping techniques of assets recording the motion of the model into assets of the frame by frame animation. At the post-production stage compositing activities are taken to combine animation scenes, color concept adjustments, synchronize songs with animation, and use the rendering stages. K्रेसи Teman Baik team evaluated the animated video assets from the results of post-production. The evaluation used the animation industry's quality control supervision approach. To improve the animation, the animation team will make the evaluation results as a source of revision.

III. RESULT AND DISCUSSION

In general, the concept of design succeeds in creating the illustrated songs of 34 scenes with a duration of 2 minutes 35 seconds or 155 seconds. Detailed visualization of illustrated song is presented in table 2.

TABLE II. DETAILED VISUALIZATION OF ILLUSTRATED SONG

Scene	Duration	Captured Image
1	00:00:00-00:00:03 3 seconds	
2	00:00:03-00:00:05 2 seconds	
3	00:00:05-00:00:06 1 second	
4	00:00:06-00:00:07 1 second	
5	00:00:07-00:00:09 2 seconds	
6	00:00:09-00:00:12 3 seconds	
7	00:00:12-00:00:15 3 seconds	
8	00:00:15-00:00:16 1 second	
9	00:00:16-00:00:17 1 second	

Table 2. Cont.

10	00:00:17-00:00:20 3 seconds	
11	00:00:20-00:00:28 8 seconds	
12	00:00:28-00:00:29 1 second	
13	00:00:29-00:00:31 2 seconds	
14	00:00:31-00:00:33 2 seconds	
15	00:00:33-00:00:36 3 seconds	
16	00:00:36-00:00:37 1 second	
17	00:00:37-00:00:40 3 seconds	
18	00:00:40-00:00:42 2 seconds	

Table 2. Cont.

19	00:00:42-00:00:58 16 seconds	
20	00:00:58-00:01:27 29 seconds	
21	00:01:27-00:01:30 3 seconds	
22	00:01:30-00:01:31 1 second	
23	00:01:31-00:01:33 2 seconds	
24	00:01:33-00:01:35 2 seconds	
25	00:01:35-00:01:38 3 seconds	
26	00:01:38-00:01:41 3 seconds	
27	00:01:41-00:02:10 29 seconds	

Table 2. Cont.

28	00:02:10 00:02:11 1 second	
29	00:02:11 00:02:13 2 seconds	
30	00:02:13 00:02:16 3 seconds	
31	00:02:16 00:02:22 6 seconds	
32	00:02:22 00:02:24 2 seconds	
33	00:02:24 00:02:29 5 seconds	
34	00:02:29 00:02:35 6 seconds	

The implementation regarding the solution to the problem can be observed in the illustrated song. Here are the results:

- To fulfill the need of enlivening Dunia Sekar main character on the 2-dimensional animation-based production technique, it is used the rotoscoping techniques that can reproduce the motion of model i.e., running (run cycle), and dancing motions. This running motions are in the 17 and 19 screenshots as illustrated in figure 3
- The logo of Dunia Sekar is displayed in scene 8 and scene 34 on the epilogue

- The snippet displayed on scene 19 consists of 4 snippets taken from the Dunia Sekar storybook 1st edition: Tat Twam Asi and 2nd edition: Teacher Rupaka.
- All characters in the storybook are displayed in the following order: (1) Sekar-in scene 2, (2) Pak Dharma and Bu Santhi-in scene 6, (3) Panji in scene 11 and (4) pak Bajra in scene 31.
- The use of visual style is similar to that in the book but Sekar's visualization in some scenes is not similar to that in the book. This situation is due to differences in image styles between illustrators in the books and the animated asset drawers.
- The illustrated song not only follows the lyrics of the song but also uses storytelling style. That can be seen from the scenario that tells Sekar's journey to go to school accompanied by Panji.
- On the application of a natural background image, a clean atmosphere revealed a success in building a natural and fresh atmosphere. In total there are 15 background image designs.

The success of Dunia Sekar illustrated song based on 2-dimensional animation lies in: (1) accurate synchronization between the duration of the animation and the duration of the original soundtrack; (2) natural and clean natural landscape style; (3) delivery with storytelling style.

Detailed recording of the adjustment of song parts with visual illustrations can lead to the synchronization of the duration of the animation with the duration of the original soundtrack. The part of the refrain song is the most successful example. It revealed the motion instructions that invite the audience to follow a pattern of motion. The lyrics: "*Ayo sahabat dunia Sekar, gerakkan tangan dan kakimu, goyang ke kanan, goyang ke kiri. Ayo sahabat dunia Sekar. tangan di pinggul dan bergoyang, angkatlah tangan, lalu berputar*" which in English means: "Come on Dunia Sekar's friend, move your hands and feet, shake to the right, shake to the left. Come on Dunia Sekar's friend, now, hands on your hips and sway, raise your hands, then turn around ". Every movement in the animation must be in accordance with the instructions of spoken lyrics.

The key to success in creating a natural and clean background image is by following the Ghibli studio background image reference that fits the natural and clean concept. The key to the success of implementing the storytelling in the illustrated song lies on the success of identifying the plot of lyrics and developing visual-key through the key thumbnail approach.

The results of preliminary evaluation by the Kreasi Teman Baik team revealed several things:

- The appearance of Sekar and Pak Bajra in the illustrated song is not the same as in the storybook. This matter can be seen in scenes 20 and 27.
- On Scene 6 and 14, Sekar's parents did not show a full body, so it was difficult to recognize it.

- The interior of the house of Sekar's family seen in scenes 3,4,5,6 and 7 must be adjusted to the interior of Sekar's house which is seen in the storybook.

From the note of preliminary evaluation, then it will be done by:

- The Illustrator of the storybook replaces the previous illustrator who was working on frame by frame animation assets.
- Display Sekar's parents (Pak Dharma and Bu Santhi) with full view.

Add details to the animated background image to match the appearance of the storybook.

IV. CONCLUSION

This research produced an illustrated song animation with a duration of 2 minutes 35 seconds following the duration of the original soundtrack. From the research results can be seen that in general the three main needs of Dunia Sekar's enhancement of media socialization have been fulfilled.

From the results of the preliminary evaluation found that the illustrated song of Dunia Sekar in 2D animation format can be used as an animated intro series that can be realized in the next stage of research. The typical move of dance, followed by singing a song, is the most successful aspect of song illustration. This movement involves censorship, motoric, visual and audial memory that make it easy to remember. The more senses used to record the perceived sensation of the interaction between the audience and the illustrated song, the more memories are recorded. As a result, the material is more comfortable to remember.

The 2D animated form is more suitable than 3D animation to maintain the brand or visual image of the characters that appear on the children story book in a 2 dimensional drawing style. There are several visual aspects that need to be improved in order to enhance the appearance of the video clips such as the consistency of Sekar character display, featuring Sekar parent with full view, and the enhancement of background

image detail. It was also found that developing a franchise model from an intellectual property work to another form, for example from storybook to animation has great potential for brand development.

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