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DESIGN AND DEVELOPMENT OF DOODLE ART BOOK ABOUT 2020 USING THE RESEARCH AND DEVELOPMENT METHOD

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ABSTRACT
2020 is one of the most eventful years of 21st century. Unprecedented events like covid-19, Australian bushfire, C/2020 F3 and NEOWISE Comet. This study aims to record events that happened on 2020 in doodle art format. Doodle art is an abstract art that is free to express and can convey messages through a digital work. We utilize R&D methodology in developing the doodle art book by researching publication, articles, news and happening to define trending topics about the year 2020. For development, we used MDLC model method to develop the doodle art into illustration book. The results of the study prove that doodle is a branch that deserves further research and investigation, such as its effectiveness as a medium for delivering messages compared to other media, and how certain demographic groups respond to messages conveyed by doodles.

INTRODUCTION

Illustration in a book is the art of drawing that is used to provide an explanation for a particular purpose and the explanation is conveyed visually. Illustration can help communicate messages quickly and precisely and firmly. In another approach, illustration is said to be a universal language that can as well as penetrate the barriers raised by words. With the presence of illustrations, the message in the text will be more impressed and interesting so that it makes it easier for readers to understand the messages to be conveyed, one form of illustration is a doodle (Mahasrsi, 2018). Doodle is a doodle art activity that can be done by anyone, it is also a beautiful form of abstract art that represents feelings and imagination. Almost everyone is not aware that he is making a doodle. Doodle is very fun because we are free to express in making it, because doodles have no rules, no limits and are not glued to an image object. Doodle is also an easy and easy thing to do, with media for drawing such as paper, pen and

pencil, we can produce a doodle (Effendi et al., 2019). Doodle is believed to have a positive effect in remembering information, in a study conducted by Boggs on 93 participants consisting of 18-22 years age range by playing a video clip about a conversation between two people and the participants were asked to watch, then if the participant who was after watching the video, the participants are asked to doodle the information that has been obtained after watching. The results in this study were 76% of participants who were able to remember information by making simple doodles and participants were asked to explain about the doodles they made (Boggs et al., 2017).

The development of history learning media with doodle art on Semende's local history material is the development of media with doodle art images with Semende's local history material. The purpose of this study was to determine the results of the development of historical learning media with doodle art on local history materials from Semende. The research method used is

research and development (Research and Development). The results of the development obtained are history learning media with doodle art on local history material for grade X high school seniors. The doodle art learning media is categorized as good because it has met three criteria, namely valid, the average validation value is 78.3% which shows that the doodle art media developed is included in the very feasible category. This indicates that the learning media that has been developed is suitable for use in history learning on Semende's local history material. Practically, it was obtained from the results of the questionnaire analysis of student opinions about doodle art which showed that the percentage of students who gave a positive response was 96.29% of the students as a whole. This shows that students feel happy and easy to learn by using doodle art media. Effective, obtained from the results of the analysis of student activities. The percentage of student activity when learning to use this learning media is 98.2% which indicates a very high category (Robbin Ahmad, 2018). In this study using the descriptive-comparative analysis method which collects data through observation, interviews, questionnaires, and documentation. The subjects of this study were two students who had 10 indicators of low self-confidence and this stage was carried out six times. then for the last stage, the researcher added the subject of Dray My Doodle in this stage. Although this stage requires a long period, the testing process reaches the result stage. The results show that this therapy affects the level of student self-confidence. this shows that abstract art in the form of a doodle produces quite good results (Marhamah, 2019). In general, there are subjects that are easy and some are complicated to be mastered by students at school, therefore teachers must be able to make something interesting or eye-catching about subjects that are difficult to master when explaining the concept to students. in this study using descriptive research methods and

instruments are observation sheets, designs in the form of doodle art notes which are then corrected by 12 students from 8 classes at Satya Wacana Christian Middle School, Central Java. Based on Observations, 87.5% of 100% of all students were focused and interested in the given doodle notes. This study shows that students are more enthusiastic in understanding these subjects which are considered difficult to understand (Patawaran et al., 2020).This study reveals the power of doodle art or graffiti done by students in providing creative words and visuals. These students express their feelings, thoughts, aspirations and also their sentiments. In this way, the views of young people will help them develop to be more open to doodle art and this method is quite efficient because the method used is more free and the way to understand students' conscience is because it is not under too strict and informal regulations. This doodle helps as a basic art tool for students to express something in the form of writing or pictures (Bangayan-Manera, 2019).In this study, aims to test the effectiveness of dream books and doodles in developing children's creative thinking skills. in this study using qualitative research where as many as 13 children aged 6-9 years were selected by purposive sampling for three months. when the results of the pre-test and post-test were examined, it was seen that the children were more creative in drawing using their imagination. because doodle is an abstract art that allows children to express themselves in different ways. so in this context, it is suggested that teachers and families include doodle art books in their activities (Gençer & Aytar, 2021).This research is motivated by the Student Guidance Counseling Unit (UPBK) who provides counseling to people who come in the counseling room. This study aims to see how much influence Doodle Art has in the development of student self-efficacy. The research method applied is a quantitative method with a descriptive correlational analysis approach to 30 students. based on the results of research

conducted that the effect of student mastery is 85.94%. Therefore, it can be concluded that doodle art content affects the self-efficacy of UPBK Unindra students in providing counseling services (Fitriyanti & Bilqis, 2020).At the beginning of 2020, the world has experienced various kinds of events such as forest fires in Australia, the departure of Kobe Bryant, the murder of George Floyd and several black people in America by the police, the emergence of the covid-19 virus, the explosion in Beirut, Lebanon, the threat of world war to III that is often heard and many more. This has led many to call 2020 a very bad year in modern times. For example, the pressure on the state and local financial sector caused by the Covid-19 pandemic has made the economy worse and will become much worse so that the country needs substantial fiscal support (McNichol et al., 2020). Therefore, we wanted to design an illustrated book "Book Series doodling art of remembering 2020" which is to add public insight about doodles, tips and tutorial in making doodles and remembering events that have occurred in 2020.In the research conducted by (Effendi et al., 2019) is applied research that designed the illustration book " Just Do (Odle) it". This study aims to increase public knowledge about doodles, ranging from history, understanding, tips and tutorials. In addition, this study also seeks to encourage interest in reading through interesting and informative illustrated books as well as to increase literacy resources for public about doodles. The method used is media planning by interviewing and observing data. People were interviewed to know about doodles, the history about doodles, how to make doodle. the results of the study found that many people did not know the knowledge and information about doodles. Therefore, more media about doodles are needed as a learning medium for the community. Furthermore, in the research applied by (Rahmawan & Jatisidi, 2019), in the form of an illustrated book that provides knowledge to elementary school students and students to make

it easier for teachers and parents of students and students to convey knowledge. The design method is summarized into 3 stages, the first is the pre-production stage where this stage collects data by conducting interviews and direct observation. The second is the production stage, starting with drawing the results that have been collected from the first stage and finally the post-production stage, all the pictures that have been drawn will be printed using art paper and put together into an illustration book. The application used to create illustrations in this book is Adobe Illustrator software with a brush tool.In the research applied by (Safitri & Said, 2020), which is a type of applied research. The research aims to create an illustration book and the design method used is Research and Development, while the development method used is a 4-D model, namely define, design, develop, and disseminate. This method was chosen because it aims to produce products in the form of information media. The data collected was obtained from books, journals, and other information from various reliable sources. The results of this study are illustrated books as promotional media to convey messages to readers with physical books as the main media.From these studies, we carried out his research, namely making an illustration book that adds to the public's insight about doodles as carried out by (Effendi et al., 2019). We explained the benefits of making doodles for the community as was done by (Husain & Adam, 2020). We also made a doodle illustration book with the Research and Development method as done by (Safitri & Said, 2020) and used questionnaires and interviews in determining what events in 2020 are very influential and then illustrated in an illustration book as was done in (Ridha, 2017) Thus, the conclusions obtained would be the main basis for we in designing the 2020 doodling art of remembering book series.

PROPOSED INNOVATION

The design of the doodle book of events in 2020 is one of our efforts to remind events that have occurred and provide general knowledge about doodles to the wider community who still don't know about doodles. The design carried out is an idealistic form from we want to make a doodle book for the community to find out events in 2020. In this design we had several processes that have been compiled to make it easier and produce a doodle book. During this design process, the initial steps taken were from determining ideas, identifying events that would be drawn from events in 2020. Covering events that occurred at the beginning of the year until the end of the year. Then, proceed with sketching where all events will be sketched first before entering the coloring stage, in the coloring stage the coloring will be carried out on every event that has been drawn and after finishing the coloring stage, it will be continued with the revision stage, where we will show the results of the design. to the supervisor to revise and finally carry out the Retouch process until all events have been completed.After designing and developing the 2020 doodle series book, we hoped that the design carried out can help the community to remember and remember the events in 2020. So that people know more about the events that occurred in the past year and provide knowledge about the doodles that have been made and prove doodle as a medium of art and visual communication that is able to convey certain messages. This causes doodle to be a branch that deserves further research and investigation, such as its effectiveness as a medium for delivering messages compared to other media, and how certain demographic groups respond to messages conveyed by doodles. prove his ability to convey a message.

METHODS

This research used the R&D (Research and Development) methodology which comprised of 2 main part, Research and Development. The following research steps must be carried out before developing in the illustration of a doodle (See Fig. 1).
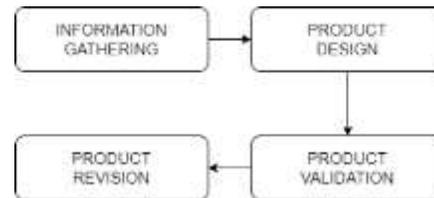

Figure 1. Research Flowchart

Source: (Alfianti et al., 2020)

A. *Information Gathering*

At this stage the data and information we obtained from the internet related to the events of 2020, after all the data and information has been collected, we then illustrate every event that has occurred to become a book series.

B. *Product Design*

The design made by us is an interesting doodle art that makes people see naturalist abstract illustrations, this stage is called a prototype in the form of a book which will then be validated by the supervisor.

C. *Product Validation*

This product validation aims to determine whether the illustrations made are in accordance with the events that occurred in 2020 and have met the eligibility criteria or not.

D. *Product Revision*

Product revisions related to product manufacture that have been validated by the supervisor are then revised with criticism and suggestions when conducting product validation.For the Development phase, it will be divided into several steps as follows: (See Fig 2.)
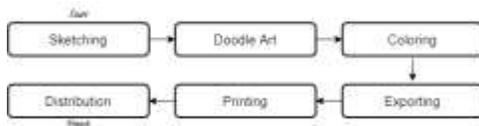
Figure 2. Development Flowchart

Source: (Riady et al., 2018)

A. *Sketching*

The initial stage in making doodle art will use a graphic tablet to get an initial sketch based on trending topics with events in 2020 with daily and abstract style features. The initial sketch drawings were adjusted to events that occur in 2020.

B. *Doodle Art*

After getting an initial picture of the sketch, the doodle art is made again with cleaner visuals without any rough scribbles like before, using the Brush Tool in Adobe Illustrator cc 2020 software. This design produced doodle art which will be ready for the coloring stage.

C. *Coloring*

After the doodle art, proceed with coloring the doodle art by using the brush tool to provide a contrasting color according to the existing doodle image. The coloring in this illustration book adapted from events that occurred in 2020. we used blue to give the impression of calming and relaxing the readers when they see this book. The pink color symbolizes the energy and determination that we poured into this book and the last color used is brown which symbolizes wisdom. each coloring in this doodle book will give a different impression depending on the events that occur.

D. *Exporting*

Product revisions related to product manufacture that have been validated by the expert are then revised with criticism and suggestions when conducting product validation.

E. *Printing*

The printing result were using art paper on the front and back covers, while the contents of the book use HVS 100 Gr with A5 size.

F. *Distribution*

To carry out the distribution that has been completed, the distribution that will be carried out is by distributing the photobook to Batam International University.

CONCEPT AND DESIGN RESULT

The result of design and development according by the stage is below:

For the front cover using a sketch drawn by us and also the back cover. You can see that there are writings from the title of the book itself and also us. This section was edited using Adobe Illustrator by being redrawn using a tablet device and then designed using Adobe Indesign software and the text font used was Brush Script Std with a size of 30pt and also the additional font Minion Pro with a size of 12pt and for the bottom font intended to we using the Minion Pro Bold font with a size of 12pt and the size of this book is 148 x 210mm, also each front and back cover displays the University logo (See Fig 3).
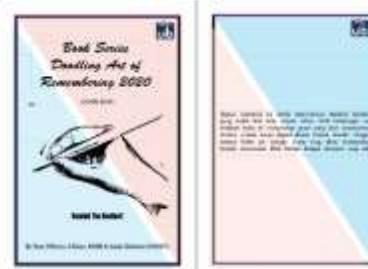
Figure 3. Front cover and cover back

For content, the layout of the book designed by us displays a Table of contents for all events to be displayed. This table of contents page uses a layout with three color coloring, namely blue, pink and brown. Part of the event list uses

minimalistic elements in the layout and adds a white color space. The page is made like this so that readers can enjoy the contents of the doodle book that has been designed. For table of contents layout use Microsoft PhagsPa font size 14pt (See Fig 4).

Figure 4. List of Contents

In the layout section of the contents of this doodle book, each page content and several events that are trending on the Kompas.com website were displayed, each page has an image that tells the story of each, making this page interesting to look at. Each event title text uses the Minion Pro 12pt Bold font, and for the content in the text use the regular 11pt Minion Pro. On the left page displays the contents of the incident story while on the right displays illustrations described by us (See Fig 5).
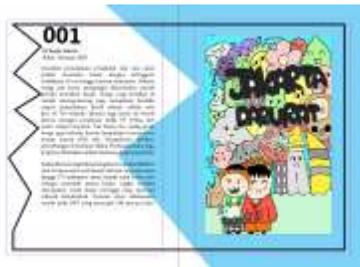

Figure 5. Content

DISCUSSION

From the results of observations that have been made us while looking for events on internet, all of which have been collected to illustrate the events of 2020. We begin to draw these events to conduct research is to design and develop a doodle book series in 2020. We draw the conclusion that in general people do not know much about the existence of doodle art. For doodle artists and established communities, it is the main form of improvement in terms of abstract art. The success of the artists who have succeeded in getting a lot of support from the community.

Doodle art as an art depicting tragedy, statement and situation in 2020 will be a reminder to what is 2020 was. By using Doodle art, it would allow us to convey the sinking feeling that the world's society felt on 2020. Doodle art also can be used to deliver the understanding to what was happened on 2020 to younger generation in a more interesting way than video, animation and documentary can do. IT would become one of the easiest entry to points to become sort of almanacs of 2020 that will interest people to find out more using a more traditional media. And lastly, we also proved that using doodle that are developed using digital media can be also be done that its not only in the sphere of art but also the usage of computer to generate digital arts.

The design and development of the doodle art book that we made using the Research and Development method. For the event, data was compiled from trends on the Kompas.com website and illustrated using the Wacom Intuos S CTL-4100 graphics tablet together with the LP-1100K pen tablet and a doodle art book that has been designed using this booklet measuring 148 x 210mm, for the front cover. and the back uses Lam Doff 230 art paper and contains as many as 35 pages including 31 illustrations that will be displayed on each layout and this book will be distributed to Batam International University as a medium for storing information at events in 2020 in the form of digital art. We hoped that the design carried out can help the public to know more about doodles as digital art that can convey messages.

LIMITATIONS

- The limited time in the work and the illustrations produced due to the pandemic have limited the productivity of the writer's drawing.

- For the depiction and coloring for an illustration requires a lot of time in the process. Therefore we only summarizes the trend or viral events in 2020.

- we has limitations in the description because the depiction is not in accordance with the layout, so the results of the illustration are not as much as we expected. Therefore we has difficulty in arranging the layout.

FUTURE WORK

The design and development of a doodle art book about 2020 is still far from perfect, here are some propositions from we:

1. In the future, we hoped that further research can be further developed in the design and development of the next doodle art book, there are more events that are should be commemorated with doodle arts

2. Added some software for the process of drawing and developing a doodle art book, for example the used of 3D model in doodle art format or the implementation of Augmented reality as doodle UI.

3. As in the research according to Husain, Balqis, Adam, Saifudin s, explaining that doodles improve student learning after pouring the content conveyed through a doodle art so that hopes that the public can see in the messages conveyed by a form of digital art work. But nonetheless, the effectiveness of doodle art as information media should be tested especially the Indonesian community.

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