CHAPTER I

INTRODUCTION

1.1. Background

Recent cases of child sexual violence in Indonesia have gained widespread media attention. For instance, a kindergarten student in Mojokerto was sexually abused in January 2023 by three elementary school students who were also the victim's neighbors. Unfortunately, this is just one example of the pervasive issue of sexual violence against children in Indonesia.

Indonesia declared a state of emergency for sexual violence against children due to increasing cases. In 2022, there were 9,588 cases of sexual violence against children, a significant increase from the previous year's 4,162 cases. West Java ranks in the top five cases, with a total of 2,133 victims, 842 of which were sexual violence cases.

Andriani and Nahdliyah's in their journal suggested that teaching children the "underwear rules" can prevent sexual violence against them. The NSPCC, a UK children's charity, introduced the Underwear Rules as part of its campaign to prevent child sexual abuse, it is a simple guideline for parents to educate their children on which areas of their body should not be touched, appropriate responses, and where to seek help. It advises that children's private body parts, typically covered by underwear, should not be touched by anyone else, nor should children touch anyone else's private body parts." (Perdana Sulistyoning Suharto et al., 2023, as cited in Noer 2022). This rules also helps children understand that their body is their own and that there are both positive and negative secrets, as well as appropriate and inappropriate touches (Council of Europe, 2016).

Sexual education (such as the underwear rules) can be delivered through enjoyable learning media. It is critical to provide learning media to children for them to better understand learning materials and master and achieve learning objectives (Kamilah, 2021). This is because children still require encouragement or triggers to understand something. (Sari, 2018). There are a

few research about the topic of underwear rules and visual media that introduce children about it such as storybooks and even card games. But most of the research about the topic only revolves around the socialization of the underwear rules none of it about designing the media. This is made even harder because the media available that introduce about the underwear rules is very limited.

1.2. Problem Identification

From the explanation of the problem's background, the identification of the problems that arises is Lack of media for children that introduces underwear rules in Indonesian.

1.3. Research Question

When viewed from the description of the identification of the problem, the formulation of the problem that occurs is How to design an illustration-based media that introduce children about the 'underwear rules' in the scarcity of the media with the same topic?

1.4. Research Scope

To avoid any misunderstandings and the extent of the problem studied, the author provides limitation or focus on the problem, namely as follows:

1. What

   Designing an information media in the form of illustration-based to introduce children about the underwear rules to prevent sexual violence.

2. Who

   The media's main focus is for kindergarten children age 5-7 that with the guidance of their parents/caretakers.

3. Where

   The research will be held in five kindergartens in Bandung area.

4. When

   The research process for developing the book will begin approximately in April 2023

5. Why

This research is conducted to retrieve correlating and coherent data in order to design learning media that will help children to be more educated about body autonomy to prevent sexual violence.

6. How

The problem of this research will be resolved by designing an illustration-based information media.

1.5. Research Goal

The aim of this research is to create an illustration-based media to introduce children to the underwear rules with the help and guidance of their parents/caregivers.

1.6. Research Benefits

This research will benefit three parties which are the Academics, the Writer and the Public. The benefits that will be received are as follows:

1. For the Academics

a. This research could be used as a reference source for a problem that requires illustration design principles.

b. This research paper could be used as a reference by the academics to write other research papers.

2. For the Writer

a. Allowing the author to think critically and creatively to solve a problem by applying the knowledge and experience the author has received during their studies in the Visual Communication Design field.

b. To fulfil one of the requirements needed for the author to complete their bachelor's degree studies of Visual Communication Design at Telkom University.

3. For the Public

a. To provide a media that is illustration based to educate the public especially children to prevent the case of sexual violence experienced by children.

b. To be a source material regarding on understanding the steps on developing and designing the educational storybook.

1.7. Research Method

The two methods of data collection and data analysis that will be used in this research can be determined as follows:

1.7.1. Data Collection

The study employs a descriptive qualitative research design, which involves gathering data in the form of words, pictures, and other non-numerical formats. As defined by Moleong (2005: 4), this approach is characterized by the use of interviews, field notes, photographs, video tapes, personal documentation, notes, memos, and other documentation as sources of data. The data collection process involves the application of various techniques, which are further elaborated below.

a. Observation method

Riyanto (2010:96) defines observation as a data-gathering technique that utilizes a direct or indirect approach to observing, according to his book "Metodologi Penelitian Pendidikan". The observation method is by doing direct field observation and observing five of kindergarten in Bandung city because the author is currently residing in Bandung.

b. Literature review method

literature review is a research method that involves examining existing data sources. (Nazir, 1988). This methods aims to find in-depth theories. the data will be gathered by researching and reading various literature, books, journals, articles, or earlier similar research about children, children sexual violence, Visual Communication Design, illustration book and Information media that can be found on the internet and libraries. This method has a goal to establish a firm theoretical foundation for the subject the author is discussing and answer the problems in this research appropriately.

c. Interview method

Soewardikoen (2019) defines the interview method as a technique in which the interviewer conducts a conversation with the informant to obtain data based on their personal experiences, perspectives, or opinions on a particular event. This method aims to find more insight to design the storybook more accurately so that it can hit all the topic. The people that will be interviewed will be interviewing experts from the design aspect perspective such as illustrator. The author also will be interviewing parents and teacher about their knowledge about CSA.

d. Questionnaire method

Soewardikoen (2019) defines the questionnaire method as a survey tool consisting of a set of questions related to a specific field. The questions are distributed to potential respondents, who are then expected to fill out and return the questionnaire. In this particular research, the researchers distributed questionnaires to a selected group of participants. In this method, the author will be using questionnaire via google form that will be shared to parents and kindergarten teacher if the interview method doesn't provide enough result that the author expected. The author will be asking their knowledge about sexual violence experienced by children and also will be asking about the media that will be used to educate them. Starting from the media output whether to use book, poster, or a campaign. The author also will be asking about the most effective approach for this education for children, types of illustration style, and many more.

1.7.2. Data analysis method

a. S.W.O.T Analysis

Soewardikoen (2019) explains that the SWOT analysis is utilized to assess the worth of an object or entity by taking into account internal factors, such as strengths and weaknesses, as well as external factors, such as opportunities and threats. In this analysis, the author uses the S.W.O.T analysis method to look for strengths and weaknesses from outside and inside which will then get a reference solution to achieve the best design strategy. This is done after obtaining and collecting data and then describing what is in the four components (Strength, Weakness, Opportunity, and Threat).

a. Strength : traits of the company or project that set it apart from rivals

b. Weakness : features that give the company or project an unfair competitive edge

c. Opportunity : environmental factors that the project or business could take advantage of

d. Threat : environmental factors that could be problematic for the project or enterprise

b. Matrix analysis

Matrix analysis is an analytical method that compares data that has been organized in parallel. Matrix has the advantage of being a useful tool in the information management and analysis process.
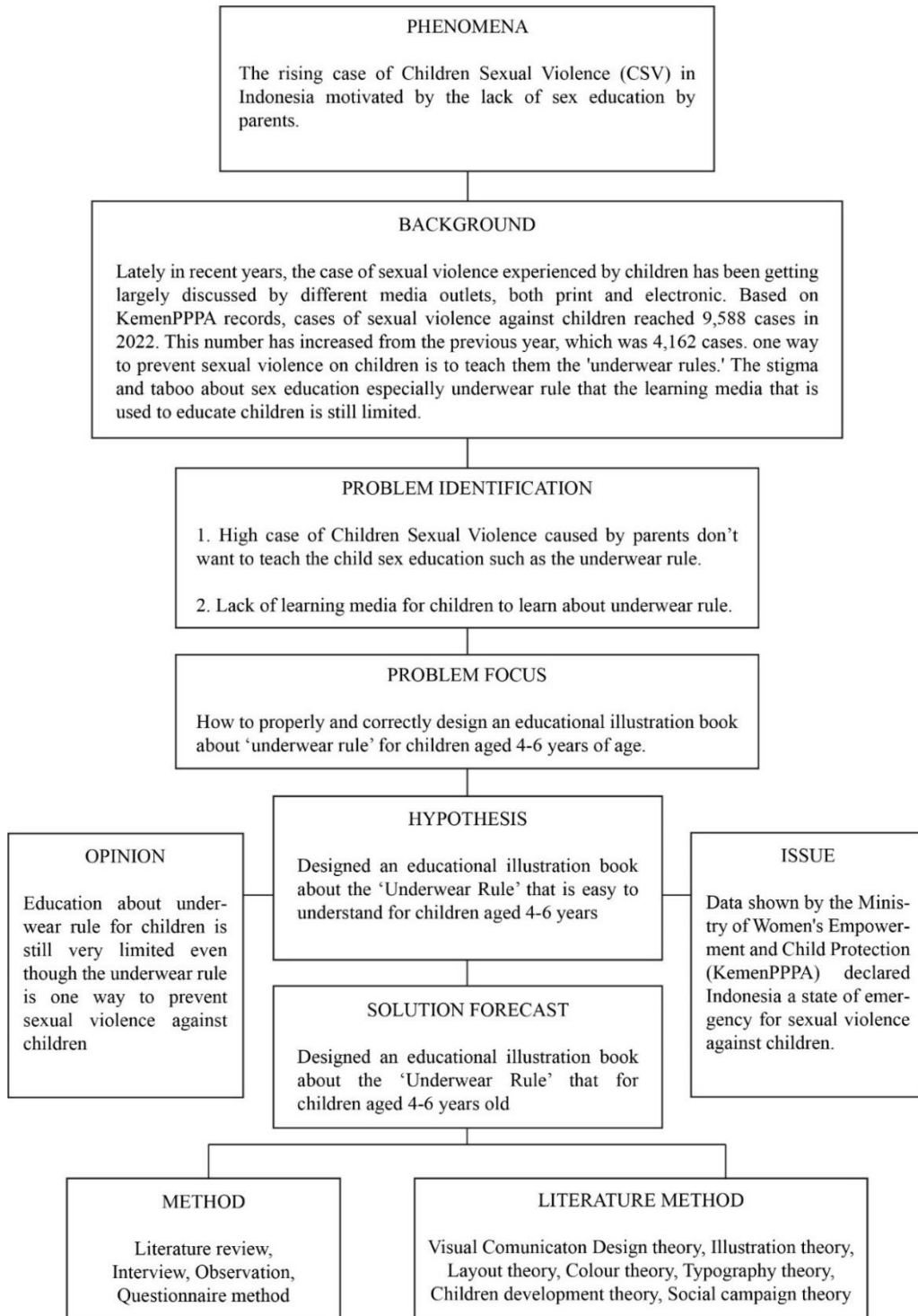
1.8. Design Framework

Table 1.1 Design framework

Source: Yones, 2023

1.9. Writing Systematic

The systematic of writing research consist of:

A. Chapter I Introduction

Contains the problem's background, which describes the general description of the issue that was raised in light of the observed phenomena. It also discusses the issue's emphasis, its formulation, its constraints, and the design goals. This chapter also provides a brief summary of each chapter, outlines the data gathering techniques that will be employed, and describes how the design framework is utilized as a guide for the design process.

B. Chapter II Rationale

Explanation of the theories' justifications, which should be utilized as a research guide.

C. Chapter III Data and Problem Analysis

Providing more details about the information gleaned via questionnaire distribution, interview findings, and analytic results utilizing the theories discussed in Chapter II of the research strategy.

D. Chapter IV Concept and Design Results

Describe the idea of research, which includes the ideas of communication, creativity (method), media, and visuals. Additionally, the results of the design, including sketches and the use of visualization in the media, are displayed.

E. Chapter V Closing

Provide conclusions on research that has been undertaken.

Bibliography

List of bibliography used by the author as a source of data or reference.

Attachment

Contains all the attachments used by the author during the research, such as questionnaires, interview photos and thank you notes.