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# Information on How to Interact and Love Dogs for Children Through Illustration Books

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**A B S T R A C T S11**

Violence in animals, especially dogs, is increasing every day. The lack of education and knowledge about loving dogs is also less given to the wider community. For dog owners will understand more about how to interact and treat dogs, but for those who do not have or get used to the existence of dogs it will be very difficult to love dogs. With the rapid development of age and technology, violence against animals, especially dogs, is becoming increasingly visible by uploading to social media for the purpose of having fun. The rise in violence against animals has led the rest of the world to denounce by making laws that ensnare perpetrators. In reality the community itself does not care about this troubling behavior and ignores the current law. Providing education about dogs can be done early so that when growing up the child does not hurt and love the dog. Therefore, this design was created with the aim of providing information to the public on how to interact and love dogs for children. Giving an education to the child can go through a pleasant thing so as not to feel burdened. Educating through an illustration book will make it easier for the child to learn, this can be done when the child will go to sleep, because the information will be absorbed faster and remembered longer when given at night.

**A R T I C L E   I N F O**

# 1. INTRODUCTION

Violence to animals is increasingly becoming a conversation and an issue of public concern. The violence of this animal is not only physical but can be mental, it includes the act of hurting, abandoning, and causing death. This is done by humans to animals in a conscious and unconscious state in order for pleasure only. Cases of violence against these animals occur a lot in domestic animals. Every day these cases of animal violence are reported, but never highlighted and just disappear.

The Office International des Epizooties (OIE) organization was formed in Paris, France making an International treaty on animal welfare to raise the issue of animal violence so that these animals can be protected by law. From this International treaty is declared Universal Animal Welfare every October 15th. OIE started the creation of animal welfare standards in 2001 and was ratified in 2004. The contents of this ratified agreement include the way humans treat animals properly, reasonably and safely (oie.int, 2018).

In sentient media article (Sentient Media, 2020) it says that every 60 seconds, one animal becomes a victim of worldwide violence. Fabiosa (2018), wrote in one of his articles that about 65% of the victims were domestic animals, namely dogs. Violence to these animals is a real issue. Perpetrators can be anyone, old, young, male or female. Ironically this can also be done by children who can later influence the behavior, mental and social relationships of the child as they get older. Perpetrators can come from different social and economic castes. Most of these incidents were captured deliberately on mobile phones and uploaded to social media.

Dogs become the most numerous objects in cases of animal violence. This violence can occur in both stray dogs and home dogs. Stray dogs can be harmed or hunted to eat. Meanwhile, home dogs experience violence because they are considered too close to humans and cross the boundaries set by humans themselves. In the 20th century pet dogs experienced the development of status, which was originally only a pet, now dogs can be used *as keepers, service dogs, moral support dogs* and much more.

South Korea has recently had an increase in the domestic animal population leading to increased violence against animals. The *first online* survey of animal violence was conducted in South Korea for research purposes. The study titled "Animals" was created in 2018 by a team of researchers, one of whom is the Professor Veterinary of Seoul National University stated that 80% of veterinarians handle suspected cases of animal violence, but 40% of them are hesitant to reportto theauthorities.4

In 2018, 593 veterinarians in South Korea filled out surveys. The online survey found 86.5% of respondents dealt with alleged cases of animal violence. Some 59.6% of respondents reported suspected cases of violence once to three years, while 11.1% of respondents reported suspected cases of animal violence more than once a month. 74.6% of respondents said when handling alleged cases of animal violence consult the owner first, and 48.6% of respondents report to the

authorities. The study also showed 70% of respondents stated that Korea's current laws and legal systems are not sufficient to meet animal welfare. The research team said that, over the period from 2013 to 2018, animal violence increased 3.3 times. The law in South Korea says that animal violence must be reported but there are no strong laws and laws (Kr - Animal People, 2020).

South Korea's Ministry of Agriculture said it was drafting regulations on animal welfare that would be completed by the end of 2020 that would be ratified and implemented in 2020 - 2024. The content of animal welfare rules in South Korea covers violence, making animals pets, to laboratory tests using animals (Kementrian Pertanian Korea Selatan, 2020).

As violence in animals increases, it is necessary to give people an understanding especially to teach people how to treat, interact and instill compassion in animals, especially dogs, to children. This teaching is best given to children from an early age, so that as an adult the child will always remain a good person in animals. This can be done not only in children who have pet, but can be given to children who do not have pets. Sometimes children who do not have pets when seeing animals on the street or in the park will suddenly approach and scare the animal so that it reacts to the child, allowing the child to become traumatized in the animal.

The purpose of making this media is to reduce the rate of violence in animals, especially dogs. It is quite difficult to provide information about how to treat dogs to adults because of their experiences, thoughts, habits, norms and rules. If the cultivation of compassion is started early, neglecting good manners for those who are still "innocent" may be more influential because there is no resistance.

This research was conducted using a qualitative method that collected information about South Korean culture and habits when dealing with dogs. departing from a culture that is very rare in households to have children and raise dogs. And because of the pressure of work and life in South Korea, the goal of animal adopters is to turn their dogs into "Motional Support Dogs." In fact, they make dogs an easy target of violence.

## 2. METHOD

In the design of this information the method that the target audience customizes so that the message to be delivered is targeted and easy to understand. The selected communication strategies are English and Korean. In addition, short and easy narrative writing is an option in communication strategies. As for the creative strategy used is with the cartoon visual style that is certainly dean with the target audience, as well as combined with bright colors.

### 2.1. Object Design

The object that became the basis of this design is about the ineptness of animals that increase over the years. Poor reduction of violence in animals early on may be the basis for the large number of cases. With a lot of violence against animals, especially dogs, designers are interested in intercepting this object.

### 2.2. Data Retrieval Procedure

The data retrieval procedure is done by analyzing the media of illustrated

books and similar. Defining the power, deprivation, opportunities and threats that a picture book has, as well as the film media. Judging by the resume obtained, the design solution can be directed towards creating a learning medium that is not boring and includes the role of parents in it. Providing information involving parents has a better impact than children learning alone. the best learning in a child can be done at home on even the day before bed, because the brain will absorb better during the night before bed and the brain will remember the longer the information obtained.

The last data retrieval process is done, by method of indirect observation. While indirect observation is to make observations on an object not in its immediate event. Indirect observations are also made through film media, youtube and some social media. The dog's pet is widely described as a social animal in these media.

## 2.3. Research Object Surgery Stages

Once the data is obtained from analyzing, reading, unobserving, the next process is to determine the communal strategies and creative strategies.

## 2.4. Analysis Method

The Analytical Methods used to design information on how to interact and instill compassion in dogs for children are:

### 2.4.1. Target Audience

According to the Nutri Club (Nutriclub.co.id, 2020) The cognitive development of children at age 4 will make problem solving more effective, such as: testing, analyzing, dissolving

things children encounter. The ability of 4-year-olds is improved because the memory of what is learned including vocabulary makes the child able to communicate better. Age 5 is the pre-school period, where the child experiences rapid growth, especially on the ability to think. The child will be able to think more logically and be able to solve problems more easily due to increased thinking. Improved memory of 5-year-olds is an example: children can recognize colors, count objects and recognize shapes. The child will have a new role and responsibility, because the 6-year-old is already sitting on the kindergarten bench. Increased concentration levels and doing things more structured. Age 6 is where the role of parents is very important, accompanying the child at this age is very helpful for the child to be more excited and can explore many new things (Nutriclub.co.id, 2020).

### 2.4.2 Communication Strategies

Strategy designing this information media includes several things, including:

### 2.4.2.1. Communication Objectives and Approaches

The purpose of communication from this design is to suppress the number of violence in animals because of a lack of understanding of the laws and norms that exist in society, as well as to make children understand and understand that dogs are also creatures of God's creation that need to be loved so that when growing up do not commit violence against animals and other creatures of God's creation.

The communication approach is an approach that must be taken in accordance with the target audience that has been determined. the target audience is children aged 4 to 6 who are in the pre-school category, so the communication approach will be conveyed verbally and visually. This is done in order to attract the target audience to view and read the information on the media to be created. This verbal approach to information media uses simple English and Korean tailored to the target audience.

### 2.4.3. Creative and Media Strategies

The creative strategy that is the solution of information media design is visual narrative. This design should certainly prioritize authentication, ideas and good concepts in order for expected results to be achieved. Picture book stories are built in the interaction of two different modes, words and images, that convey information in the right way according to the target audience.
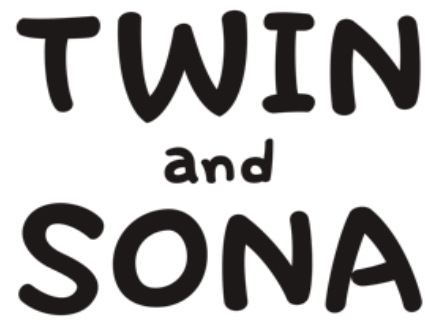
### 2.4.3.1. Creative Strategies

In designing information on how to interact and instill compassion in dogs for children through this illustrated book, creative strategies are needed to attract a target audience.

- **Copywriting**

The title of the illustrated book on the design of this information is "TWIN AND SONA:
How to Understand and Loving a Dog".
See Figure 1).



**Fig. 1. Illustrated Book Title
Source: Personal Documents**

The font used in the title of this book prioritizes legibility and closeness to the target audience. The shape of this font is handwritten and looks cute but has a high level of legibility.

- **Visual Design**

Today's known Illustrated Books evolved from woodblock printing in early Europe. In the 15th century the playing cards were made using similar printing and made the use of the first prints in logical order. After divorce became popular and made books in the usual printed way at that time, over time not only the writing but printing of wooden beams was used for more intricate illustrations (Meggs, 2006).

In the illustrated book that used as the main medium of information delivery on how to interact and instill affection in dogs for children is the visual power of cartoons as a reference to making illustrations (see Figure 2).

**Fig. 2. Illustration Style Reference**
**Source: Personal Documents**

## 3. RESULTS AND DISCUSSIONS

The final result of the main media role is an illustrated book of about 58 pages (See Figure 3).

**Fig. 3. Final Result**
**Source: Personal Documents**

### 3.1. Design Format

This educational book illustrating how to treat, interact and instill affection in this dog measuring 25cm x 25cm with images on each page. The selection of a size of 25cm x 25cm due to the dimensions of the size that is not too large, as well as its different shape to other books, will make the media more recognizable.

### 3.2. Layout

A layout is the preparation of design elements that relate into a field so as to form an artistic arrangement. It can also be called form and field management. The main purpose of the layout is to display image elements and text to be communicative in a way that can make it easier for the reader to receive the information presented (Rustan, 2009) (see Figure 4).
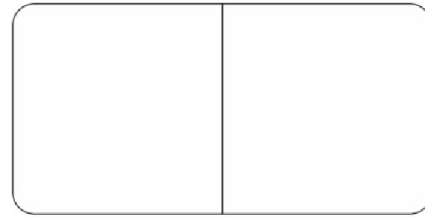
**Fig. 4. Layout Example**
**Source: Personal Documents**

The layout is made to fill the paper and the placement and color of the narrative is adjusted by the image so that there is no free space left between the image and the paper.

### 3.3. Typography

Typography that will be used in this information medium is letters with fun, cheerful characters, and fonts with sizes that will later be adapted to the target audience. The typeface to use for Titles and Subtitles is the DXBglStd font type (see Figure 5).

ABCDEFGHIJKLMNOPQRSTU
abcdefghijklmnopqrstu 1234567890
. , ! ?

**Fig. 5. Font DXBglStd**
**Source: Personal Documents**

1HoonWhitecat is *a handwriting typeface used* because the readability level of this type of *font* can still be read and considering the target audience is a child, the level of readability should also be considered (see Figure 6).

ABCDEFGHIJKLMNOPQRSTU
Abcdefghijklmnopqrstu 1234567890
. , ! ?

**Fig. 6. 1Hoon Whitecat**
**Source: Personal Documents**

Legibility is the ease of recognizing letters and distinguishing individual letters or characters. When legibility is more about character clarity one by one, readability no longer concerns letters or characters one by one, but rather the entire text that has been arranged in a composition. While visibility is the ability of a letter, word, or sentence in a visual communication design work can be read within a certain reading distance (Iskandar & Wantoro, 2016).

## 3.4. Ilustration

Illustrations are drawings, diagrams, or maps used to explain or decorate something, especially the written part of a printed work such as a book. Illustrations are used to make clear or explain something. An illustration is an Action or process that describes something (Barnhart & Robert, 1982) (see Figure 7).



**Fig. 7. Final Illustration**

## 3.5. Supporting Media

Supporting media is useful for attracting target audiences in having mainstream media, its nature to stimulate parents to buy mainstream media for children and children will feel more have mainstream media. The supporting media in question is as follows: Here are some media that will be used as supporting media from the illustration book Twin and Sona.

### 1. Sticker

The sticker will contain images from the main media section, expected to strengthen the relationship between the main media and the target audience. Stickers can be pasted in the book or where the target audience wants them to be (see Figure 8).



**Fig. 8. Sticker**
**Source: Personal Documents**

### 2. Notebook

The target audience is preschoolers, notebooks are one of the most important things when preparing for school. Embedding illustrations in the mainstream media into a notebook makes it easier for target audience to identify the mainstream media (see Figure 9).



**Fig. 9. Notebook**
**Source: Personal Documents**

## 3. Pencil Case

Pencil Case is one of the needs of the target audience when entering school. Not just for the target audience, this pencil case can also be used as a pouch (see Figure 10).



**Fig. 10. Pencil Case
Source: Personal Documents**

## 4. X-Banner

X – Banners are created to inform the tent of TWIN and SONA books to be published in the bookstore. In this x-banner there is information about the main media such as, date and place of event, QR Code to access the book(see Figure 11).



**Fig. 11. X-Banner Example
Source: Personal Documents**

## 5. Flayer

Flayer was created to provide information that Twin and Sona books will be published more concisely and easily carried (see Figure 12).



**Fig. 12. Flayer Example
Source: Personal Documents**

## 6. Social Media Content (Instagram Feed)

This social media content aims to make it easier for costumer to find information about the publishing information of major media and other supporting media (See Figure 13).



**Fig. 13. Example of Instagram Fleed
Source: Personal Documents**

## 5. CONCLUSION

The conclusion of the design of information How to interact and love this is to create a fun educational medium that will attract children to learn. Teaching how to interact is expected to suppress the number of accidents of children due to dog bites, as well as instill affection in dogs because dogs are living creatures to be loved.

## ADVICE

Information education on how to act and instill compassion in dogs early on must be made, this effort aims to make the child a better person and wiser in dealing with violence to animals. By instilling this information, the child will grow and develop along with the information provided, in order to further reduce violence in dogs is necessary early on, because the child does not have enough information to interact and love the dog, then when the information is given, the child will be more accepting, as opposed to providing information to teenagers or older people. Not only is violence to animals supposedly reduced, but with cases of accidents due to dog bites most of the victims are children, because the child does not know how to interact safely with the dog.

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