

CHAPTER III. DESIGN STRATEGY AND CONCEPT

III.1 Target Audience

The Target Audience is a group of people, identified as the intended recipient of a message. And the process of a successful communication is to determine its audience. In this study the target audience is divided by demographic, geographic, and psychographics. Below you can find more detail about the Targeted Audience:

A. Demographic

Age: 19-23 years.

According to Jean Piaget's theory of cognitive development, during early adulthood, cognition begins to stabilize. Early adulthood is a time of relativistic thinking, in which young people begin to become aware of more than simplistic views of right vs wrong (Jean, 1997).

They begin to look at ideas and concepts from multiple angles and understand that a question can have more than one right (or wrong) answer. The need for specialization results in pragmatic thinking—using logic to solve real-world problems while accepting contradiction, imperfection, and other issues. Therefore targeting this early adulthood would be a wise choice in order to inform them about Muslim scholars such as Rumi and others of his kind.

Social Status: learners/students

Learners and students are in ages who are active in the society and use public facilities, as well as in this age the students are turning to become social roles, as they are involved with academic studies, it would be great if to introduce to them the important figures of the Islamic world, such as Maulana Jalaluddin Rumi, especially about his journey of life transformation that expectedly would inspire someone out there.

Economic status: Middle Class

According to a study by the Asian Development Bank middle class 93 million people which is 43 percent of all population of Indonesia (Kilis 2018). Similarly

Professor Patrick Bima claims that middle class and upper middle class people enroll their kids to a national private school and send them to an governmental university both international or a private university locally or a university overseas (Bima, 2018).

Middle class are group of people living in contemporary society who fall socio-economically between the working class and upper class. Selecting middle class as the main target is because is vast group of people which are the active member of society.

Gender: Men and Women

B. Geographies

The target is Bandung, the third most populated city in Indonesia with 2.5 million people. It is the capital of West Java Province and an important center for business and economic activities for Indonesia. Bandung city itself is surrounded by other cities, forming Bandung Metropolitan Area (BMA), that consist of Bandung and Cimahi city and Bandung and West Bandung Regency, with an area of 3392 km² and a population up to 8.2 million people in 2014. (Rio, 2016) The target is not only the people in rural and urban areas. But anywhere anyone can be the recipient of Rumi's transformation story to a Sufi mystic and Poet.

C. Psychographics

According to psychologists, the young adult period is characterized by rapid physiological, sexual, cognitive and emotional changes. Early adolescence is the beginning of life, the phase of life between adolescence and full-time adults. People at this stage are growing, they become stronger and much healthier as a person takes on the responsibility and commitment of adult life. Their moral thinking becomes deeper, and religious faith becomes more reflexive, with a greater appreciation of diverse points of view, as well as greater devotion to their own convictions (Mull, 2017). Therefore this is the best age to learn more about important things which matters to us as a Muslim in order to keep the chain of responsibilities toward other generations.

Consumer Insight

Consumer understanding - the truth about the costumer. It shows the behavior and perception of consumers, which is at the heart of a successful marketing campaign; helping the brand create the right message for the right audience and for the mutual benefit and placing it at the right place. (Keane, 2017). Based on the data that has been obtained in this study, and because the target is the early adult students or other learners which often read books in libraries of universities or there are some Café libraries in Bandung such as Little Wings, Zeo library, and Keneruku which the youngster gather for chat and reading books. In this study the content tends to be based their point of interest.

Consumer Journey

Consumer Journey is an experience carried out daily by the target audience. Consumer Journey is needed to determine what points of interest are commonly accessed and found in the daily activities of the target audience, this is useful for determining which media fits the daily activities of the target audience. Activities usually carried out by adults aged 19-23 years are as follows:

Table III.2 Consumer Journey

Source: Personal Documentaion (2019)

Time	Place	Activities	Point of Contact
05.30-06.00	Home, Dorm	Waking up from sleep	Closet, Wall, Clock Table
06.00-06.30		Shower	Shower staffs
07.00-07.30	Home	Preparing to leave	Bag, Books, Pen, Hand Phone, Power bank, Wallet
07.30-08:00	Public Area	Public transport or private	Banner brochures, brochures, radios, street billboards, videos, bins,

			bus stops, reading books, angot, ojek, bus
		Private Transportation	Hand phones, banners, t-shirts, brochures, magazines, radios, sticker books, billboards
	Public paths	Walking	Mobile phones, banners, t-shirts, brochures, billboards,
08.00-10.00		Class	Writing tools such as pen, notebook, book, board
10.00-11.00		Break time	Mobile phones, chairs, tables, stickers, posters, banners, books,
15.00-08:00	Public spaces	Mall, Café, Restaurants	Posters, brochures
08:00-10:00	Home, Dorm	Watching, Studying, Reading	Television, Laptop, Notebook, Book, Hand phone

III.2 Design Strategy

Based on the interviews with people in Bandung, it can be understood that there is lack of information about Maulana Jalaluddin Rumi and his life transformation to a Sufi mystic and Poet or impassioned seeker of truth and love. Therefore the appropriate media is information media about Rumi's life transformation more about Rumi and his life that what had actually happened that he turned from a sober scholar to a Sufi mystic and poet.

III.2.1 Purpose of Communication

The objectives to convey from this information are as follows:

- Explain about the story of Rumi on turning to a Sufi mystic and poet based on the data in literature of second chapter. Such as Shahram Shiva's thirty years research on Rumi's life and Radiy Fish who writes about the stories of Rumi. The effort is to inform that audience about what went through Rumi's journey, who influenced him and how? That would be informative and interesting for its audience and provide information about such Muslim scholars as Rumi.
- Providing an understandable visual story of Rumi on turning to a Sufi mystic that is in accordance with interest of its target audience, first adult age 19-25, and it's expected to get them inspired to increase their reading habits about such Islamic scholars as Maulana Jalaluddin Rumi.

III.2.2 Communication Approach

This communication approach uses English Language, in view of the fact that the sources are in English Language and the visualizing accordance with the absorption of target audience to better convey the information both verbally and visually, which is expected to make the target audience interested in reading and viewing information on the media.

A. Verbal Communication Approach

The verbal approach to information media uses formal English, appropriate to the target audience who are students, so that information can be more easily conveyed when read and viewed by the target audience.

Using formal language in this design due to a formal language brings an extra degree of seriousness to the subject. As a general rule, it isn't appropriate for everyday situations. But while design is a serious matter, using formal English language would be appropriate

B. Visual Communication Approach

The visual approach uses freehand digital illustrations allow very smooth light and shadow transitions, digital images with a Middle East style, inspired from

old middle east and Turkish paintings, that can attract its audiences age 19-24, and with an old color style using color Turkish Oud color palette made by Teresa, Teri, Faded Jeans, customs based on old paintings. The drawing style is a digital illustrations, using adobe Photoshop, so the information delivered is easier to remember and interesting to view. The color used is based on the Turkish Oud palette, so that can be more representative and attractive when viewed.

III.2.3 Mandatory

The institution that cooperates in designing this media PT Gramedia which is one of the largest book suppliers in Indonesia and it's a fiction and non-fiction book publisher.



Figure III.1 Gramedia logo
http://logos.wikia.com/wiki/File:Gramedia_member_cards.png

III.2.4 Material Message

Material message referring to the design purpose is included information about Maulana Jalaluddin Rumi and his significant dramatic transformation story to a Sufi and Poet, namely as follows:

- Information about Maulana Jalaluddin Rumi's biography
- Information about what actual happened through his life transformation story to a Sufi mystic and poet (impassioned seeker of love and truth)
- Information about what he has accomplished through his life and who has influenced him through this journey and how

III.2.5 Language Style

The language style used in this information media is a narrative language style that aims to provide information clearly and easily to be understood by viewers, to make

the information more interactive to grab their attention it's tend to use narrative style that can make the message easy to receive by the target audience and also to be understood by all community members, such as students and other viewers.

III.2.6 Creative Strategy

Using hand drawing technique based on old Middle East and Turkish paintings that can serve as solutions to the various communication gaps. The media delivered is in the form of information media. The media is also supported by pleasant illustrated story with lightly conveyed information, so that it can attract the attention of the target audience while viewing the media, to convey the message more easily to be received by its audiences. Following are the strategy stages that will be used:

A. Copywriting

Copywriting is the art and science of strategically delivering words (whether written or spoken) that get people to take some form of action(McCoy 2016).

The use of copywriting in the cover of this media is using "Rumi's Untold Story", The title Rumi's Untold Story can grab the attention of audience and cause curiosity to see and know about it, and the title of the book does not look like a familiar information that everyone knows that might considered boring. The purpose of the title (Rumi's Untold Story) is to create a quick interest in the viewer's mind, he or she might imagine about what is being kept untold about Rumi, that would cause the viewer to look and read about it.

B. Storytelling

Storytelling is the art in which a teller conveys a message, truths, information, knowledge, or wisdom to an audience, often subliminally in an entertaining way (Dudley 1997). The story telling in this media is arranged sequentially so it does not make the reader and viewer confused. The paragraph used in this media is inductive paragraph that begins with either evidence or reasons leading to the statement of the Writer's claim at the end of the paragraph. Inductive paragraphs are therefore 'conclusion-oriented'. The main conclusion is the most important part of the reasoning and usually comes at the end of a paragraph.

Here are some examples:

Rumi was born on the Eastern shores of Persian Empire on September 30, 1207, in the city of Balkh in what is now Afghanistan, and to avoid the Mongol's invasion he finally settled in the town of Konya, in what is now Turkey.

Every page is supported by an interesting illustrated scene that grabs the attention of the viewers.

Or for example:

On November 26, 1244, Shams holding his mule tightly under his bridle and keeping his eyes on Jalaluddin, the Shams asked:

Tell me who is higher - the prophet Muhammad or Bayezid Bistami?

- What a question? Of course, Muhammad is higher! Rumi replied Shemseddin, no doubt, was waiting for such an answer. But it was a trap. A thin smile played on his lips.

"All right," he said. But why then Muhammad says: "My heart is covered with rust, and seventy times a day I repent before my Lord!" And Bayazid asserts: "I am cleansed of all my imperfect qualities, and in my body there is nothing but God. I am glorified, I am glorified, oh, how great is my dignity!" Jalal ad-Din straightened up as if struck.

"Muhammad overcame seventy sites every day," Rumi replied. - And each time, having reached a new level, he repented of the imperfection of knowledge achieved at the previous one. And Bayazid lost his temper at the greatness of the one and only one parking place he reached and said these words in a frenzy.

With the support of an illustration that visualizes the scene with a group of people around Rumi and Shams and listening their conversation with surprised face expressions.

C. Visualization

The visual style and character ideas has been drive from Middle East and Turkish old paintings, with a flexibility of self-imagination according to the story telling.

First stage is a pencil hand drawn in a traditional method of using a pencil in a paper, then the visualization process is done by tracing and transforming it to a digital paintings using Adobe Photoshop. Below you can find some example:

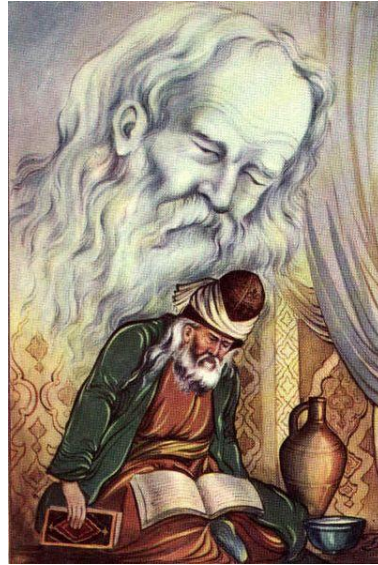


Figure III.2 Style Reference

<https://luthar.com/2010/02/21/shams-tabrizi-by-aparna-sharma/>



Figure III.3 Style Reference

<https://qspirit.net/rumi-same-sex-love/>

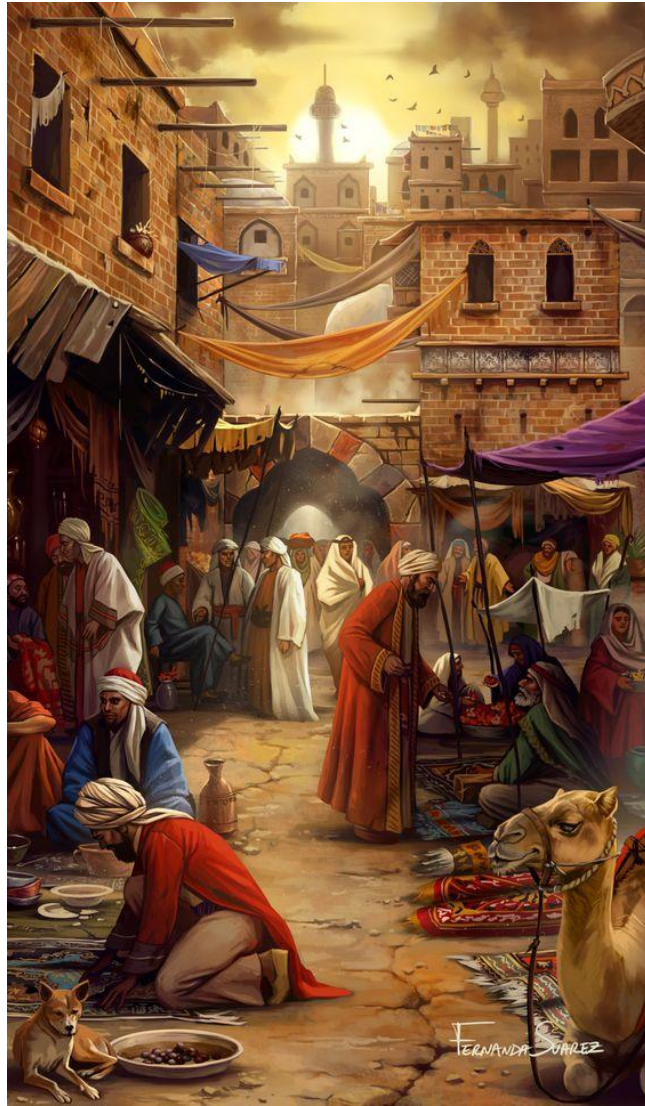


Figure III.4 Style Reference

<https://i.pinimg.com/originals/2e/42/e7/2e42e7b9492873eb3657f2da65cd1f49.jpg>



Figure III.5 Style Reference

<https://i.pinimg.com/originals/98/1f/df/981fd03b463e55767177d41cf2ecfb.jpg>

III.2.7 Media Strategy

Media strategy is a plan used in an appropriate media selection that aims to desired and optimum outcomes. It plays a key role on achieving the campaign goals, the following are the media used for this Study:

1. Main Media

The main solution to the problem is to make an illustration story book that contains information from the subject matter, the delivery of information is done in a light way so that information is conveyed effectively and easily accepted and understood by the audience. Illustrations play a major role in bringing out the story, Illustrations and words act together to form a meaningful story, and are not limited to internet connections. Illustrations provide visual clues which are important for the story.

Illustrated book helps to enhance the story and can easily describe a particular scene or what the story is about (Pratt 2018). Choosing printed illustration story book is due to the digital books makes the viewer's eyes tired, by using phone, tablet or any other gadgets and looking to the screen would causes eyes problem, especially the youngster that spends plenty of time using phones and other devices, therefore the illustration book would help them to avoid such harmful outcomes and encourage them to reading habits.

2. Supporting Media

As it can be understood from the meaning of supporting media, it's necessary to support the main media by attracting audiences to grab their attention to main media, supporting media is the main media amplifier in terms of information as well as promotions that aim to strengthen and remind the main media messages to its audience.

a. Poster

The poster transmits information through text (words) and / or graphic images. The main target audience is a passing person. The poster must convey its message directly and purposefully. No matter what size or shape, posters must transmit information. To invite and inform the audience about main media launching, I rely on support of a Poster with the size of a3 (297 x 420mm).

b. Pamphlet

Pamphlet is written printing material in the form of folded or a thin book with only a few pages that gives information or an opinion about something. The considered size would medium small measuring 297mm x210mm which will be folded

c. Social Media Content

As appointed the target audience is in the age that tends to use social media more often. Therefore use of social media would be helpful to provide information to its audience and to promot the main media. Advertisement in social media Facebook and Instagram, and other social platforms that has crowd of adults and has massive users.

d. Notebook

A notebook is a book or binding page of paper pages that are often used to record notes or memos, writing, drawing or scrapbooking. I choose Notebooks as one of the supporting media because the target is age 19-25 which are students, and it's necessary to have a notebook to take note in academic environment, the effect is that it can be a good reminder of the audience about main media.

e. Stickers

Stickers are frequently distributed as part of promotional that can be applied anywhere. Sticker can be very helpful on promoting the product for reminding the public about main media.

f. Tote bag

Tote bag is a portable bags, used to carry books, equipment and pretty much anything. Tote bag is widely used by people who are similar to the target audience, namely early adults, tote bags can be a good reminder about main media.

g. Cup/Mug

Cup is a useful thing owned by many people used for quenching thirst across a wide range of cultures and. The used material is a plain cup.

h. Key Fob/Chain

A key fob is a generally decorative and at times useful item many people and almost everyone own one, while it's a common item between people, it can be a good reminder of main media.

i. Standee/X-Banner

A standee is a large self-standing display promoting a product or event. Standee's typically made of foam-board. For promotion of main media in this project Using X-Banner Stand with size: 600mm x 1600mm.

J. Wall Clock

A clock is an instrument used to measure, keep, and indicate time. The clock is one of the oldest human inventions. the modern clock may be considered as "clocks" that are based on movement in nature: A sundial shows the time by displaying the position of a shadow on a flat surface. Choosing wall clock as a supporting media because today almost every house in urban areas has a clock. Therefore it can be a good reminder of main media.

k. Pin

Pin is one of the accessories that are used to decorate clothes, hats, bags that are used as company promotion tools, schools or party campaigns in addition to their unique shape and attractive design and affordable prices, many people choose pins as a promotional tool. The considered size for this promotion media is 4.4 cm, material used is art paper 120gram art paper.

III.2.8 Distribution Strategy and Media Deployment Time

Distribution strategy is a chain of intermediaries through a service passes until it reaches end to its consumer. For distribution in famous bookstores the targeted location for this printed book media is major cities, such as Jakarta and Bandung, the main media is in the form of additional information related to religious knowledge.

Table III.3 Distribution Strategy

Source: Personal Documentation (2019)

Types of Media	Media	May 01-10	11-20	21-30
Promotion Media	Poster			
	Pamphlet			
	Social media ad			
Main Media	Book			
Merchandise	Totebag			
	Notebook			
	Sticker			
	Cup			
	Key chain			
	Wall Clock			
	Pin			

The distribution strategy begins installing promotional posters on the road in the first week. The book will be launch on the second week and the book promotion period is held for one month until June 2019.

III.3 Visual Concepts

The visual concept that put on show in this book is expected to provide valuable information for those who are interested in Sufi and religious subjects as well as

publicize the untold transformation story of Rumi to Sufi mystic and poet and it is hoped that the information will inspire its audience to love and respect each other.

III.3.1 Format Design

The format of the illustration book is 25.7cm x 18.2cm, landscape with hardcover, it's a medium size and quite light to hold while reading, and it doesn't take too much place if to carry it somewhere or to keep.

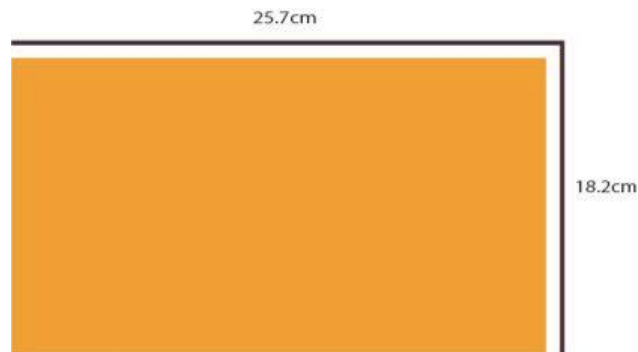


Figure III.6 Book Size
Source: Personal Documentation (2019)

III.3.2 Layout

Page layout is aesthetic arrangement of all elements in a given space . It generally involves organizational principles of composition to achieve specific communication objectives.

1. The Cover Layout

The cover of the main media book using medium size text for title to grab attention of the audience and with the support of illustration of Rumi and Shams.

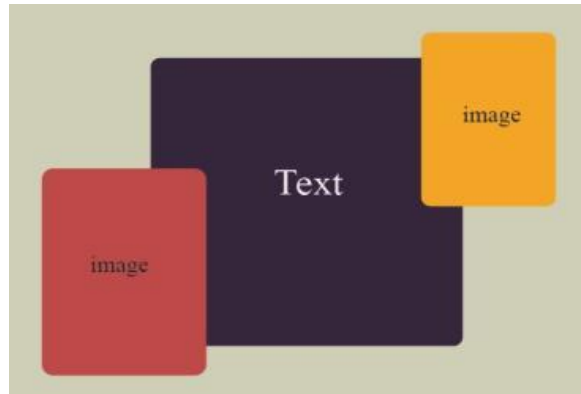


Figure III.7 Book cover layout
Source: Personal Documentation (2019)

2. Inside pages layout

To be more playful and interesting to grab the attention and to avoid making bored the viewer, the effort is to play with the elements of layout, by changing the positioning of text and illustration in the layout. As shown in bellow figures:

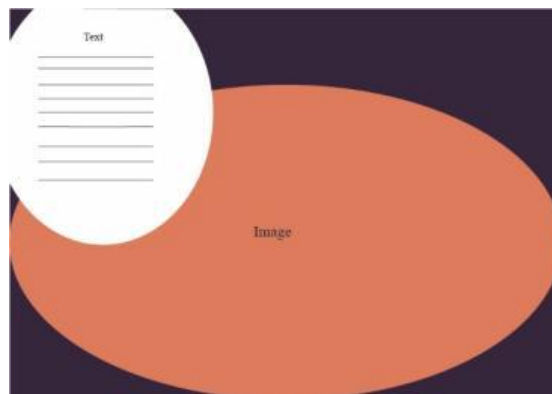


Figure III.8 inside page layout
Source: Personal Documentation (2019)

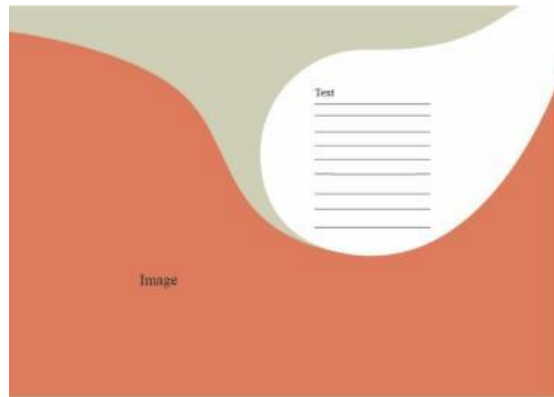


Figure III.9 inside page layout
Source: Personal Documentation (2019)

III.3.3 Typography

Typography is an art through which the meaning of the text (or its lack of meaning) can be clarified, deserved, shared, or deliberately disguised (Robert Bringhurst 2004).

1. Title or Header

For the title using Thrones Typeface by Made Deduk, he is a font designer from Bali, Indonesia, the font has a very beautiful fantasy curvy look, and therefore I chose it for title of this illustration. It's a free commercial use font.



Figure III.10 Thrones typeface
Source: Personal Documentation (2019)

2. Hobo Std

Hobo is a sans-serif typeface. It is unusual in having virtually no straight lines and no descenders. It was created by Morris Fuller Benton and issued by American Type Founders in 1910. A light version, Light Hobo, was released in 1915. Matrices were offered for mechanical composition by Intertype. Wikipedia

Category: Sans-serif

Classification: Display

Designer: Morris Fuller Benton

Foundry: American Type Founders

AaBbCcEeFfGgHhIiJjLlMmNnOoPpQ
qRrSsTtUuVvWwXxYyZz
1234567890
!@#\$%^&
“:?”<.,

Figure III.11 Hobo Std Typeface
Source: Personal Documentation (2019)

3. Body text Font

For subtitle text using Handlee regular because is loosely based on the handwriting of typographer Joe Prince. Its inconsistent curves give it a nice, human-like quality that is reflected in the characters. There was careful attention to detail in removing unnecessary overlap between letters, which allows Handlee to be scaled down to very small sizes while still maintaining legibility. The font is a free commercial use.

The Transformation of Rumi to Sufi Mystic and poet

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz.
0124456789
!#\$%^&*()_+
?><"':;~

Figure III.12 Handlee Subtitle text
Source: Personal Documentation (2019)

III.3.4 Illustration

The illustration is an ornament, an interpretation, or a visual explanation of a text, concept or process intended for integration into published media. (Paul 2017) To connect the audience to the story the effort is to create illustrations which has represents the Middle East and it's different from Indonesian styles, the process is basically pencil sketches and then transforming it to a digital art work using freehand digital style. The bellow figure is an example:



Figure III.13 Rumi Face reference
<https://interestingliterature.com/2016/03/21/five-fascinating-facts-about-rumi/>



Figure III.14 Shams and Rumi Reference
<https://www.rumisjourneytofreedom.com/>



https://www.youtube.com/watch?v=NHShUebp_nc&t=300s
Figure III.15 Environment reference



https://www.youtube.com/watch?v=NHShUebp_nc&t=300s
Figure III.16 Environment Reference

III.3.5 Color

Using color palette of Turkish Oud by Teresa, Teri, Faded Jeans, and the Turkish Oud itself is a traditional Turkish and Mediterranean music exotic instrument, whose roots stretch as far back as the Egyptian pyramids. The palette contains warm and inviting colors, such as blue, brown, gold, navy, orange, rust, tan, warm yellow colors. In the this palette the artist uses a fantastic color combination that works

perfectly together, There are colors in this palette that are next to each other on the color wheel which feel comfortable working together. They are the perfect combination, as they are great for any use, including highlighting and giving contrast to a specific element without much disturbance. There are colors in this palette that are opposite to each other in the color wheel, which are considered complementary. By combining these two colors, you are conveying contrast and interest.

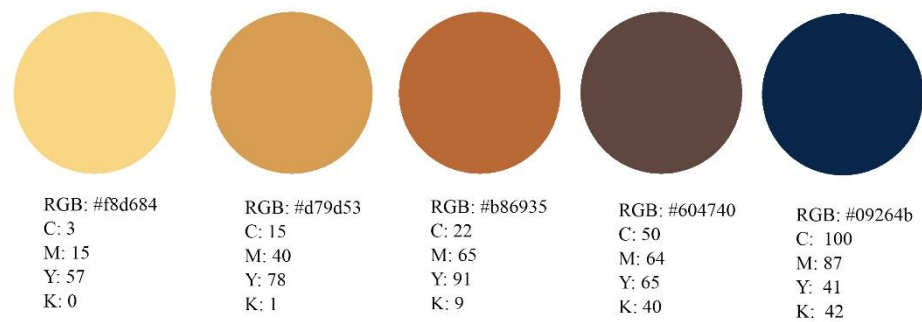


Figure III.17 Color Pallet, Turkish Oud
Source: Personal Documentation (2019)

