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The Role of the "Life as A Calligrapher" E-Book for Beginner Calligraphers

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PARALLEL SESSION 2: SESSION SCHEDULE

Room : ICEBSH 3
Topic : Design
Moderator : Anny Valentina, S.Sn., M.Ds.

Schedule	ID	Paper Title	Author(s)	Institution(s)
14.40 – 14.47	054	The Concept of Future Luxury on The Interior Display Area at BMW Astra Serpong Showroom	Imelda Angelaine, Adi Ismanto, Kris Wardhana	Universitas Tarumanagara
14.47 – 14.54	055	Implementation Of The 'Oriental Beach Experience' Concept in Swissotel Jakarta Pik Avenue Interior Design	Willy Bahdian Putra, Adi Ismanto, Kris Wardhana	Universitas Tarumanagara
14.54 – 15.01	056	The Role of Technology Application in The Interior Design at Museum Zoologi Bogor	Pricillia, Adi Ismanto, Kris Wardhana	Universitas Tarumanagara
15.01 – 15.08	057	The Application of Betawi Batik Design Elements in The Interior of The Lobby Hotel Mercure Tanah Abang	Angeline, Adi Ismanto, Kris Wardhana	Universitas Tarumanagara
15.08 – 15.15	058	Implementation Concept Back to The Nature in Diversity of The Mammal Room at Museum Zoologi Bogor	Angela Audy Dharmawan, Fivanda, Muhammad Taufiq	Universitas Tarumanagara
15.15 – 15.22	059	Application Of Balinese Contemporary Concept in The Interior of The Westin Resort & Spa Hotel in Ubud	Shanabel Claudia, Fivanda, Muhammad Taufiq	Universitas Tarumanagara
15.22 – 15.29	060	The Application of Sustainable Materials Concept in Interior Design of Harris & Conventions Malang	Winnie Tara, Fivanda, Muhammad Taufiq	Universitas Tarumanagara
15.29 – 15.36	070	The Influence of Yogyakarta Culture on Pendekar Samudra Digital Board Game for Trash Reduce Among Young Family Tourists	Adellia Jane Pingkiany, Anny Valentina, Ruby Chrissandy	Universitas Tarumanagara
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- Pembelajaran
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- Psikologi
- Teknologi Informasi
- Seni Rupa dan Desain
- Ilmu Komunikasi
- Program Pascasarjana



PARALLEL SESSION 2: SESSION SCHEDULE

Room : ICEBSH 4
Topic : Design
Moderator : Ruby Chrissandy, S.Sn., M.Ds.

Schedule	ID	Paper Title	Author(s)	Institution(s)
14.40 – 14.47	105	Psychosomatic Design Campaign for Adolescents Aged 17-21 Years	Devina Clearesta Chow, Kurnia Setiawan, Sinta Paramita	Universitas Tarumanagara
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The Role of the “Life as A Calligrapher” E-book for Beginner Calligraphers

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ABSTRAK

Kaligrafi adalah seni menulis yang indah; biasanya menggambar dengan huruf sebagai objek utama. Pengerjaan kaligrafi manual dinilai lebih karena membutuhkan ketekunan dan kesabaran dari senimannya. Sebagai sebuah karya seni, kaligrafi tidak hanya dinilai dari bentuk akhirnya, tetapi juga dari proses dan keasliannya. Keahlian menulis tangan atau seni kaligrafi mulai memudar karena para seniman kalah bersaing dengan industri percetakan; mampu memproduksi naskah dan buku dengan cepat dalam jumlah yang lebih besar. Saat ini, kaligrafi kurang dikenal oleh masyarakat dan mendapatkan buku panduan kaligrafi komunikatif untuk pemula adalah tugas yang sulit. Banyak juga orang yang menganggap bahwa kaligrafi dan hand lettering adalah hal yang sama. Tujuan dari penelitian ini adalah merancang komunikasi visual tentang pengenalan dan tutorial seni kaligrafi agar seni kaligrafi tidak luntur, tetapi dapat terus berusaha dan berkembang; khususnya bagi para peminat seni yang baru ingin belajar kaligrafi di DKI Jakarta. Metode yang digunakan dalam proses desain meliputi survei, wawancara, dan studi literatur. Target audiensnya adalah masyarakat usia 18-23 tahun, SES A-B, mereka yang belum terlalu paham dengan seni kaligrafi, dan mereka yang tinggal di DKI Jakarta yang membutuhkan terapi seni. Hasil dari perancangan ini adalah komunikasi visual berupa E-book yang mampu mengedukasi target untuk mengajarkan dasar-dasar kaligrafi.

Kata Kunci: Kaligrafi, E-book, Kaligrafi, Komunikasi Visual, Tulisan Tangan

ABSTRACT

Calligraphy is the art of beautiful writing; typically drawing with letters as the main object. The manual calligraphy process is valued more because it requires perseverance and patience from the artist. As a work of art, calligraphy is not valued only for its final form, but for its process and authenticity. The skill of handwriting or the art of calligraphy began to fade because artists could not compete with the printing industry; capable of producing manuscripts and books quickly in larger quantities. Nowadays, calligraphy is not well known by the public and obtaining communicative calligraphy guidebooks for beginners is a difficult task. There are also many people who think that calligraphy and hand lettering are the same thing. The goal of this research is to design a visual communication about the introduction and tutorial of calligraphy art so that calligraphy art does not fade away, but can continue to strive and be developed; especially for art enthusiasts who just want to learn calligraphy in DKI Jakarta. The methods used in the design process include surveys, interviews, and literature studies. The target audience are people aged 18-23 years, SES A-B, those who are not very familiar with the art of calligraphy, and those living in DKI Jakarta that need art therapy. The result of this design is a visual communication in the form of an E-book that is able to educate the target to teach the basics of calligraphy.

Keywords: Calligraphy, E-book, Hand Lettering, Visual Communication

1. INTRODUCTION

As a work of art, calligraphy is not valued only for its final form, but for its process and authenticity. The work of each calligrapher has its own distinctive character that comes from talent, long practice and experience.

1.1 Calligraphy

According to the Big Indonesian Dictionary (KBBI), the meaning of the word calligraphy is the art of writing beautifully with a pen. It is thought that the Romans were the first to bring up calligraphy to the masses. Many statues throughout Italy or Roman remains in England consist of beautiful carvings from the art of calligraphy (Hadi Subroto, 2022). In the Middle Ages, namely the 18th century, the art of calligraphy was used for writing trade scripts, and was also used for business and work in Europe (Namira Zein, 2018). Throughout the 17th and 18th centuries, calligraphy began to be used for art with a softer image. Calligraphy is basically drawing, with letters as the main object. According to Karla Lim, calligraphy is drawing or painting letters and words, not just writing to be read but as a form of artistic expression (Lim, 2020). Calligraphy introduces the forms of single letters, their positions and how to assemble them into a structured writing. Unlike hand lettering, the art of calligraphy can be used or applied to write a considerable number of words. The tools used in the art of calligraphy are also different from the art of hand lettering. The art of calligraphy uses a tool called a dip-pen or nib, which is capable of producing beautiful thick or thin lines with strokes from the nib. Over time, the creativity of Indonesian artists allowed the development of the art of calligraphy in various styles and characteristics of each artist. Calligraphy is also recommended as a form of art to provide stimulation and relaxation because it is calming (Saifudin, 2020). There are several studies and studies which state that calligraphy therapy can improve cognitive function in parents with mild cognitive impairment (Claudia Oktavia., Subekti Wulandari., & Kartina, 2020).

1.2 Modern Calligraphy

Calligraphy art can now be applied to a variety of media, from paper, wood, metal, glass, and more. This shows that the artists succeeded in developing the art of calligraphy into something modern (Namira Zein, 2018). Modern calligraphy has its own charm among young people, which is that modern calligraphy is used as a medium for self-expression, creativity, or even as a medium for refreshment in spare time (Wolf, 2020). The existence of modern calligraphy also provides flexibility in work. Design work becomes more expressive and communicative if it has affixed modern calligraphy in it.

The majority of this modern calligraphy uses a brush pen; which is known as a modern calligraphy writing instrument that is easy to get and affordable. The brush pen becomes a writing tool that is in great demand among lovers of the art of writing because it is easy to use (Gobenvy., & Faisal, 2020). The most unique and exciting aspects of this modern calligraphy art form is that you can put your own twist on any alphabet, rather than just striving to precisely copy other styles (Lim, 2020). A lot of people think that calligraphy and hand lettering is the same. This needs to be realigned so a misunderstanding between interpreting calligraphy and hand lettering does not occur (Brian, 2021). In addition, modern calligraphy activists, whether they are beginners or those who are already involved in this field, still have not mastered the correct modern calligraphy writing techniques (Vanessa, 2022).

1.3 E-books as an Educative Digital Media

E-books or electronic books are also called digital books (Smadmin, 2021). Digital books present information in the form of text, images, video, audio, and other multimedia forms that can be accessed via smartphone, tablet or laptop devices. E-books support learning, information, and promotional media (Sarah, 2018). The purpose of designing an E-book is to simplify the making of a book, and to be more effective in disseminating material through E-books; which make it easier for readers to read in terms of place and time. E-books or digital books can prove to be much more concise than printed books (Makdis, 2020)

Some of the advantages of E-books, includes:

- It is easier to get because readers can directly download the E-book file from the link provided or scan the QR code to read it.
- Prices are more affordable because there are less production costs.
- Readers can access the E-book anytime and anywhere via gadgets.

There are 8 main types of E-books: plain text, pdf format, JPEG, LIT, HTML, DOC, and open electronic book package format (OPF Flipbook) (Bosque, 2017). In today's digital era, E-books are now a source of information for learning (Khairrani, n.d).

Not only because of the advance of the digital era or a new way of publishing reading resources, E-books in itself are also convenient. This means that the aim of E-books are no other than accessibility (Suryani., & Silfiana Arifatul Khoiriyah, 2018).

People tend to carry their smartphones everywhere they go; and a smartphone can store or access data. This means that smartphones can store and access hundreds or even thousands of E-books whenever and wherever (Tiya Lestari., Pramono Adi., & Soepriyanto, 2018).

In this E-book design, a practice sheet is also provided; complete with tutorials on how to calligraph each alphabets. This sheet can also be downloaded and printed by the user so that the user can practice doing calligraphy on their own.

2. RESEARCH METHOD

The method used in this study is the Design Council Method by the United Kingdom (O'graddy, 2006)

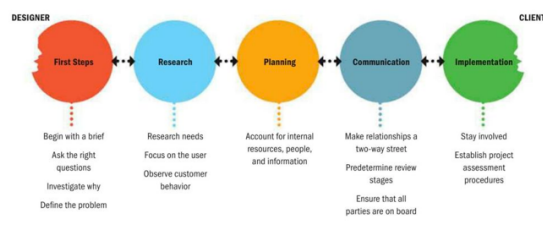


Figure 1. Design Council Method

Source: Visocky O'Grady, Jennifer.(2006).A Designer's Research Manual.United States

Based on [Figure 1] The first step, on this stage is to find the topic you want to raise and then identify the problems and urgency that match the topic. Followed with a qualitative research method on the target audience and an observation of the customer's behaviour. Research is

carried out by means of literature reviews/literature studies, marketing research and visual exploration. Data collection aims to strengthen or prove the problem hypothesis that is made. Then at the planning stage, the data that has been collected will be processed into information, in which the characteristics can be understood and would be useful for solving problems. At the communication stage, the material and script that would be applied in visual communication media as well as strategies would be first determined, so that the message can be delivered properly to the target audience. In the final stage, implementation by creating book bones and the illustration sketches that will be applied in the visual communication media. This is done by implementing the four previous stages.

3. RESULTS AND DISCUSSIONS

3.1 Interview Data

Based on the data collected results via a Google Forms survey; of the 55 respondents who are young adult art enthusiasts aged 18-23 years living in DKI Jakarta (Urban), it can be concluded that almost all respondents only knew the basics of the art of calligraphy (38.2%) and had only heard or seen the art of calligraphy on social media such as Instagram (58.2%). Only 1 respondent was sufficiently proficient and familiar with the art of calligraphy. Apart from this, the respondents were also interested in to find out more about the art of calligraphy.

Based on interviews with Ms. C, a famous calligrapher based in Indonesia who had been involved in the world of calligraphy for 10 years, it can be concluded that the art of calligraphy itself still sounds unfamiliar to some people. Ms. C admits that not many people applied the art of calligraphy in various types of works and events. In fact, she also learned about the art of calligraphy from a friend's wedding event which was held abroad. So, it is important that a communication visual can be created, especially in today's digital era to introduce the art of calligraphy to the public so that this form of art can continue to be developed.

Data is also collected from an interview with Ms. J, an art enthusiast who wants to learn calligraphy. Ms. J realized that especially in Indonesia, calligraphy is still rarely known by the public and it is still difficult to get a communicative calligraphy guidebook for beginners.

3.2 Target Audience

The target audience of this topic are art enthusiasts; especially calligraphy art, aged 18 to 23 years who are not very familiar with and interested in the art of calligraphy. The reason for choosing young adults are because generally young adults are in the stage where they want to explore and find new hobbies to fill in their free time or to clear their minds (Maricopa Community Colleges, n.d)

3.3 E-book Design Concept

Based on the analysis that has been conducted, the following are the key elements related to the design:

1. There are quite a lot of people who are not very familiar with the art of calligraphy.
2. There are still many people who are interested in learning the art of calligraphy so that it provides opportunity for calligraphy to further be developed in Indonesia.

Educational resources regarding the art of calligraphy are quite difficult to find in Indonesia (Namira Zein, 2018). So, it is less communicative for some people who are interested in this art. The most appropriate visual communication which could reach the target audience is by means of E-books, because E-books are one of the most efficient approaches in saving space and time (Anwar Us., & Mahdayeni, 2019). The design of the E-book will be communicative and be

equipped with simple illustrations for the user to read. The E-book is designed with the hope that people can get to know the art of calligraphy and can participate in experiencing the benefits of calligraphy as art therapy because this art underlies the creation of rules about patience and discipline.

The color scheme used are earthy toned colors, which tend to be bright and display attractive color contrasts. Brown and its derivatives are the main colours, with white, some variations of green that is more subdued and complementary colors of the main colours (Kania, 2021). The color palette used is inspired by the elements of the earth to give a calming, relaxing, and refreshing effect (Banu Kusumo, 2021). The philosophy of this earth tone color is in accordance with the characteristics of the E-book that will be designed for the art of calligraphy itself, which provides a feeling that calms the mind and soul of the reader (Andika Akbar, 2017).

The typography used in the cover and in the chapter title of the E-book is handwritten by the writer herself. The font used in the body text is Avenir. The use of this typography is because it has a high level of legibility and a typeface that is not too sharp and has a friendlier impression (Untung Adha Saryanto, 2021).

The illustrations used in the E-book design are semi-realistic illustrations (Wakik, 2019). This becomes one of the main attractions when designing this E-book. The illustration in this E-book is made as an additional E-book to support the appearance of a calming E-book. The entire illustration work was done using the Adobe Illustrator software with a laptop (Stefyn, 2021). The colors used in this illustration are earthy toned colors to give a calming impression (Andika Akbar, 2017).

3.4 Applying the Concept to the E-book's Design

After developing the concept, the next process is carried out by creating the E-book anatomy, distributing the E-books, rubrics and the E-book layout sketch. The end concept is then made into a design, which includes the cover and contents of the E-book.

E- BOOK ANATOMY

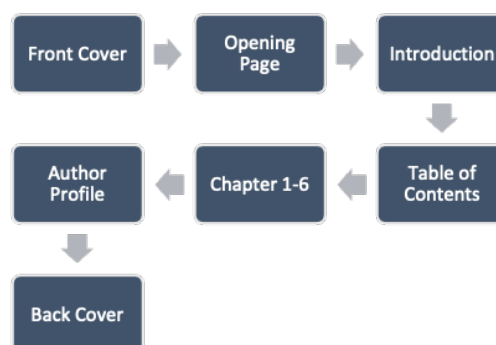


Figure 2. E-book Anatomy
Source: Writers (2022)

Based on [Figure 2] before creating the E-book layout sketch, an anatomy is first created to make arrangements so that the E-book's contents would be neat and in accordance to the provisions

(Abdhul, 2022). The content of this E-book would mainly discuss on modern calligraphy. In the introduction section, the author talks about his personal experience as a calligrapher. Chapter 1-6 would discuss starting from the basic knowledge of calligraphy, differences between calligraphy and handling, types of calligraphy tools, basics of calligraphy and the projects that can be applied to the art of calligraphy.

E-BOOK LAYOUT SKETCH



Figure 3. E-book Layout Sketch

Source: Writers (2022)

After creating the E-book's anatomy, sketches for the E-book's layout (book bones) are particularly useful to make it easier in the process of making the E-book's layout so that the E-book looks consistent (Adityawan, 2018).

VISUAL DECISIONS

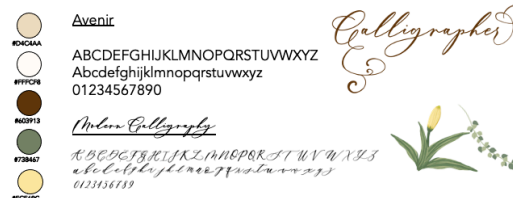


Figure 4. Visual Decisions

Source: Writers (2022)

To make the look much more consistent and easier to design, a mood board of the visual decisions is also made [Figure 4]; starting from the use of the typography, color palettes, and visual elements.

The font used in the cover of the E-book is personal handwriting and the illustrations are designed with simplified shapes and details. The illustration work will mainly use digital media, such as the pen tool, and basic shapes with bright colors so it becomes interesting to look at (Stefyn, 2021).

Illustrations are used to accompany the text. The depiction of floral illustrations use eucalyptus leaves as a reference to resemble green leaves in general, because most people tend to think nothing special of it, due to its common shape. However, it turns out that eucalyptus leaves have various benefits that are rarely known by most people (Dinpertan Pangan, 2022). Similar to the art of calligraphy, which is often underestimated by many people, these leaves give life and energy to humans. Many people think that calligraphy art can be done by anyone without effort

and only looks like old-school beautiful writing. However, it turns out that the art of calligraphy has many benefits, not just in conjunction but can beautify a work and is also beneficial for the health of people's minds and souls. The art of calligraphy has been proven to make people's souls and minds calmer (Maricopa Community Colleges, n.d).



Figure 5. E-book Cover Design
Source: Writers (2022)

[Figure 5] shows the final E-book cover design. The front cover features a typography entitled “Life As A Calligrapher” which is personal handwriting and uses eucalyptus leaf illustrations. The name of the author is also displayed with a smaller size at the bottom of the cover. The color palette used is earthy tones inspired by the elements of the earth to give a calming, relaxing and refreshing effect (Banu Kusumo, 2021). The philosophy of this earthy toned colors is in accordance to the characteristics of the E-book that will be designed and the art of calligraphy itself which provides a feeling that soothes the soul of the reader (Andika Akbar, 2017). On the back cover, there is an explanation of the purpose of designing this E-book.



Figure 6. Visual Finalization of The Contents
Source: Writers (2022)

After the cover design and contents of the E-book are completed, the E-book will be applied to HTML format so that it can be opened and read online by the user easily (Bosque, 2017)

3.5 Tester Feedbacks and Evaluation

These are the Tester feedbacks was collected via Google Forms on December 20, 2022; from calligraphy enthusiasts, aged 18-23 living in DKI Jakarta.

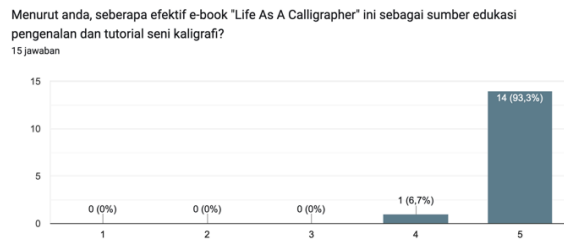


Figure 7. Overview and Evaluations from Testers
Source : Writers (2022)

Based on the question in [Figure 7] about how effective the E-book "Life as A Calligrapher" is as an educational resource for introduction and tutorials on the art of calligraphy, it can be concluded that this E-book is very effective as a source of educational introductions and tutorials for the art of calligraphy.

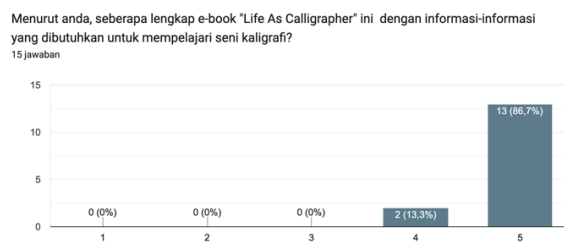


Figure 8. Overview and Evaluations from Testers
Source : Writers (2022)

Additionally, as seen on [Figure 8], the question asked to the tester about how complete the E-book "Life as A Calligrapher" is with the information needed to learn the art of calligraphy shows that this book is already complete enough with the information needed to learn the art of calligraphy.

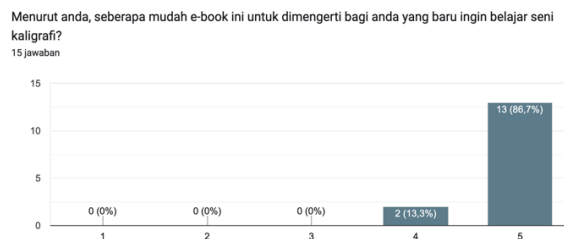


Figure 9. Overview and Evaluations from Testers
Source : Writers (2022)

Next, the question on [Figure 9] was that whether or not contents of the E-book are easy for beginners to understand. Most of the testers state that this E-book is easy to understand for beginners who want to learn calligraphy.

Berikan kesan, pesan ataupun kritikan anda terhadap e-book ini
15 jawaban
Bagus dan menarik
Bukunya simpel dan cocok untuk pemula jadi mudah di ikuti
Bukunya bagus, isinya lengkap dan mudah dimengerti
e book tersebut sangatlah membantu untuk pemula seperti saya , isi nya sangat lengkap dan mudah di mengerti
the e book is very helpful and i love the content inside it
Menarik, design simple tapi calming, lengkap isinya
Lengkap isinya, cukup mudah dipahami
ebook nya sangat menarik dan membantu saya sebagai orang yang baru mengenal kaligrafi
saya sangat puas dengan materi yang terdapat pada e book karna sangat membantu saya mengetahui lebih dalam mengenai kaligrafi
Menarik karena disertai tulisan pribadi dari penulis, illustration nya simple, warnanya membuat pikiran tenang saat membaca
cocok banget untuk pemula karena kata2 nya juga mudah dimengerti dan langkah2 nya jelas
lengkap isinya, memudahkan saya untuk memulai belajar kaligrafi
bagus desainnya, simple tapi menarik karena membuat kita jd lebih fokus ke tulisannya
isinya lengkap, desainnya bagus cuma pas awal dibuka agak lama loadingnya, tapi tetap bisa terbuka
mind blowing, jadi tau kalau ternyata kaligrafi dan hand lettering adalah dua hal yang berbeda, dan banyak informasi2 yg berguna juga untuk memulai berkaligrafi

Figure 10. Overview and Evaluations from Testers
Source : Writers (2022)

Lastly, [Figure 10] contains the impressions and messages from the testers after reading the E-book “Life as A Calligrapher.” Most of the responses from the testers conclude that they are satisfied with this e book and are motivated to learn more about calligraphy.

From the surveys, it can also be concluded that the efficiency, effectiveness, and completeness of information is already quite fulfilling for the readers (respondents, calligrapher beginners). Many good impressions and feedbacks also received from the respondents about this E-book. However, some testers experienced problems when accessing the E-book such as lag. Problems like this usually caused due to a weaker internet connection. A stronger internet connection is required to access and read this E-book without experiencing interruptions such as lag.

4. CONCLUSIONS AND SUGGESTIONS

Based on literature research, survey data, and interviews that was conducted, it can be concluded that this calligraphy art has faded and is rarely recognized by the public today because it cannot compete with the printing industry and the difficulty in obtaining sources and guides to learn calligraphy. There are still people who are enthusiastic with the art of calligraphy who want to explore this art but cannot find a communicative guide. Therefore, this guide is designed using the HTML format, in which an E-book would be used as a medium for visual communication that would suit the behaviour of the target audience, so it could introduce the basics about the art of calligraphy to beginners. Through the user feedback and evaluation results, it also concluded

that that the efficiency, effectiveness, and completeness of information already satisfies the readers. However, because this E-book is only accessible online, a strong internet connection is needed so that there are no distractions such as lag while reading it.

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