

Conference Paper

Design of Bisma Character as a Supporting Media for the Promotion of Milk Products

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ABSTRACT

Character design is closely related to animation. Currently animation is not only popular among children, but also popular among teenagers to adults. Besides having a function as entertainment, animation can also be a medium for education and promotion. This research is a design-based research with the object of research, namely a local Indonesian dairy product called Milkaya. Milkaya is a trademark of CV. Milknesia Nusantara. This research uses descriptive qualitative method. The results of this study are the design of the character design of the Bisma figure who is the main character who will promote Milkaya implant products and educate children about the importance of drinking milk for health.

Keywords: Character, design, animation, Milkaya

Introduction

Design is generally defined as a process that describes something that will be done using several techniques that vary and involves a description of the detailed components and limitations of the work (Rizky, 2011). Character design is closely related to animation. Currently, animation is not only popular among children but also popular among teenagers to adults. Besides having a function as entertainment, animation can also be a medium for education and promotion. One of the keys that determine the success of an animated film is the idea and concept of a mature and interesting animation. Animation comes from the Latin "animatio" which comes from the words "animo" (giving life) and "atio" (an action). While in English animation comes from the word "animate" which means to make life or give life (Wright, 2005). So, it can be concluded that animation is an effort made by humans in describing moving creatures or objects so that they appear to be alive and have life (Hermanudin & Ramadhani, 2019). Animation has three stages in its creation, namely pre-production, production, and post-production. In the pre-production process, there is a process of creating character designs, where characters are the main elements in animation. Character design can also influence each other from the story that is made. Character design can also describe the time and place settings that are appointed (Yulianti, 2021).

This research is design-based research with the object of research, namely a local Indonesian dairy product called Milkaya. Milkaya is a trademark of CV. Milknesia Nusantara. Milknesia Nusantara was established on December 12, 2018, in Ponoroga, East Java. Milknesia Nusantara is a company engaged in the field of Food and Beverage (F&B). The company focuses on processing fresh cow's milk into derivative products that have a high selling value. Satriyo Pandunusawan as the company's founder, explained that the difference between his milk products and other brand

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milk products is that the dairy cows used for milk production come from Mount Wilis in Ponorogo district. The main target of Milkaya products is children aged 7-12 years. Therefore, we need the right promotional media to increase Milkaya's existence in the national and global markets. Promotional media in the form of short animated films is considered appropriate to be one of the promotional media for Milkaya products. In designing a short animated film, there are a series of stages that must be passed, one of which is the design of the main character in the animated film. The focus of this research is on the process of designing the character design in the short animated film Milkaya product.

Literature Review

Reog Ponorogo culture

Jenks (2013) explained that culture is a collective noun used to define a realm or environment of mankind by marking it in the form of an ontology and carried out clearly, and correctly but separate from the environment starting from being purely physical to being purely natural (Jenks, 2013). Turner (2012) also states that the system and process of a culture can be seen from the values contained in a film (Wulandari, 2021). Ponorogo Regency is known as the City of Reog or Bumi Reog because this area is the area of origin of the Reog art. Every year in the month of Suro (Muharram), Ponorogo Regency holds a series of events in the form of a people's party, namely Grebeg Suro. At this folk party, various arts and traditions were displayed, including the National Reog Festival, the Cross-History Parade and Heritage Carnival, and the Larungan Minutes of Prayer at Ngebel Lake. The art of Reog Ponorogo is a dance art and is considered as one of the arts with a group or joint characters and more than one person consisting of a leader of the group (Warok), a dancer who is a giant character (Barongan), a dancer wearing a mask (Warok). Tembem), a dancer riding a horse (Jathil), a clan dancer (Prabu Klana Sewandana), and a musician of gamelan instruments (Kethuk, Gong, Wood Trumpet, Kempul, Kendhang) (Achmadi, 2014).

Visualization and character design

Attractive visualizations, moving objects in animation, and supported by sound can attract children's attention in understanding the content of the message to be conveyed. Integrating the cultural elements of the Ponorogo area with Milkaya is a concept that will be implemented in the design of character designs, namely by presenting elements that are identical to Reog Ponorogo in the main character design, named Bisma. One of the cultural identities inherent in Ponorogo Regency is the traditional Reog dance with the characters named Jathil, Warok, Barongan, Klono Sewandono, and Bujang Ganong. The names of these characters will later be integrated into the design of the animated characters.

- Character design is to design a character, be it a human or an animal, which will have supporting features where the character is used. Character design is the process of designing all characters seen in a film, animation, or game (Hermanudin, 2019). Making a character requires choosing a style that fits the concept of the story to increase the audience's attractiveness to the storyline, and can also help the character become the main attraction. A character must have a bio. The biodata will provide an overview of who his character is, how he looks, what he likes and hates, how he behaves, what his distinguishing features are, and his emotional character (Tilman, 2011). Building and developing characters is not only a matter of drawing, but each character must have its form, personality, features, and behavior (Sugiarto & Cholis, 2009).
- Characters as Important Aspects of Animation
The character is one of the most important elements in an animated film. The characters are the main attraction apart from the story in the animated film. The thing that must be considered is to complete a detailed description of the character in terms of behavior, movements, gestures, physical appearance, facial expressions, and costumes. The characters that are built are usually designed or designed with a characteristic where the

character can be distinguished from additional or supporting/supporting characters. Usually, the main character has something that is always attached to him that other characters do not have, for example having a hair color or clothes color that is more striking than the supporting characters. A good character is to have character, have an expressive attitude (face, gesture), and has a characteristic.

- **Style of the Character**

Various kinds of styles or styles in animated films, depending on the suitability of the creator in expressing ideas, who the target audience is, as well as the right technique for visualizing. Archetypes are the types of traits and behaviors of a character. Archetypes are built-in, universal prototypes for ideas and can be used to interpret observations. According to Jung, the archetype has a close relationship between psychic and physical (Boeree, 2006).

Material and Methods

The research method used in this design is the descriptive qualitative research method. A study using data and producing research results in the form of words and pictures. The object of study in this research is the local milk product Milkaya. Before collecting data, first determine the target audience, namely the primary target of children aged 7-12 years, while the secondary target is the family. Data collection techniques were carried out using observation, interviews, and literature study. After the data is collected, the next step is to analyze the data and then proceed with compiling the main character design concept in the design of the promotional media for Milkaya based on a short animated film.

Results and Discussion

The results of the analysis of the data obtained in the design of the Bisma character design as a promotional media for Milkaya milk products, the conclusions obtained include:

1. The concept of animated characters in the main character by integrating elements in the art of Reog Ponorogo, East Java. This can be a good opportunity to raise and increase the existence of Milkaya dairy products while at the same time being able to preserve the local wisdom of Indonesian culture through Reog Ponorogo.
2. The concept of animated characters in Bisma figures by adapting the age of the target audience, namely children by adding elements that are characteristic of Ponorogo.
3. The main target audience is children, therefore the main character design is children. This is intended as a representative of the target audience themselves. The target audience will be more receptive to animated characters who are their age. This is one of the strategies to approach the audience from the emotional aspect.
4. Referring to the concept of the story, the results of the archetype study are as follows: The main shop is *Bisma* who has a diligent character, has critical thinking, is cheerful and exploratory.
5. The sketch is selected based on the suitability of the sketch with the concept and considerations from a visual perspective.
6. Selected sketches are also based on the results of questionnaires distributed to approximately 50 target audiences.

Design concept

Story concept

A child named Bisma is practicing the Reog Ponorogo dance with difficulty, weakness, and unfocused so that the results of his training are chaotic, he is trained by Reog's coach, namely his father, and his father looks at Bisma seriously.

Then during recess, his father took out a small bottle of Milkaya's milk from his bag, then gave the milk to *Bisma*. While drinking, Bisma heard an explanation of the benefits of milk from his

father, (here appears an imagination balloon from the father and son, imagining the Mascot Milka who is explaining the benefits of milk, so father and Milka's lipsync is in sync).

After resting and drinking milk, *Bisma's* practice was much better and made his father smile. (After that zoom out to the green view of Mount Wilis, Ponorogo, to show where Bisma is practicing).

Bisma Character Design Concept

Bisma character design concept in this design has the following criteria:

1. Using basic formation theory in designing characters.
2. The image has a stylized style, namely Stylized or stylized is an image style which modifies the shape of the original object by reducing or simplifying but still being able to present the characteristics of the original object (Mathesi, 2008). Stylization aims to produce a more unique and visually appealing picture of the original object.
3. Adapting the character of children in Indonesia combined with accessories that characterize Reog Ponorogo.
4. Refers to the issue of the need to drink milk to increase nutritional intake in children.
5. Using colors that are identical to the art of Reog Ponorogo without forgetting the cheerful colors that symbolize a childhood that is expected to be full of happiness
6. Using attributes in this case supporting clothing and accessories on *Bisma's* character to strengthen his role

Bisma character design alternative

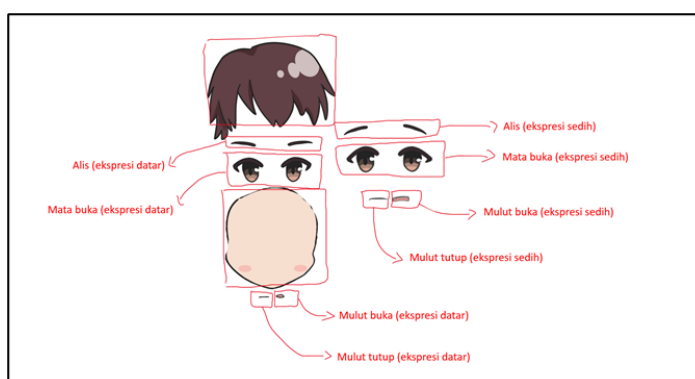


Figure 1. Bisma Expression
(Source: Researcher's personal archive)



Figure 2. Alternative 1
(Source: Researcher's personal archive)



Figure 3. Alternative 2 & 3
(Source: Researcher's personal archive)

Selected character design



Figure 4. Bisma final character
(Source: Researcher's personal archive)



Figure 5. Bisma final character
(Source: Researcher's personal archive)

Conclusion

The design of the Bisma character design as a supporting media for the promotion of Milkaya milk products resulted in several conclusions including:

1. This design uses several methods in collecting data, namely literature studies, interviews and observations, and questionnaires. The data obtained is used to develop the concept of Bisma character design so that the resulting design is right on target and is effective and efficient.
2. The design of Bisma's character design, apart from being a supporting medium for the promotion of Milkaya milk products, also serves as an educational medium for children about the importance of drinking milk for health and growth, and development.
3. The design of the Bisma character is also an effort to preserve the local wisdom of Indonesia, especially Ponorogo, this can be seen in the final result of the character of the Bisma character. The property attached to *Bisma* uses distinctive elements that characterize the traditional Reog Ponorogo willingness. As we know, Ponorogo is famous for Reog Ponorogo.

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