

# EFFORTS TO APPLY GREEN BEHAVIOR TO THE PHI GENERATION THROUGH THE MEDIA OF ILLUSTRATION BOOKS



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## INTRODUCTION

Many researches on green behavior have been carry out, but few of these studies attempt to approach visual communication by creating illustrated book design products. Based on the explanation in the background, problems or problems arise, namely how to make today's young generation behave like they did during the Millennial generation, and how to design visual media that is suitable for today's young generation so that they can be moved to implement the Green behavior described. . Based on that problem, the researcher made a design about Green's behavior in the Millennial era using visual media in the form of illustration books.

## METHOD

This study uses the ADDIE design method (Analysis, Design, Development/ Production, Implementation, and Evaluation) used in the design of this illustration book as follows:

- 1. Analysis**  
At this stage the researcher conducts an analysis of what Green Behaviors exist in the Millennial generation era that can be applied to the current Phi generation that will be wrapped in a visual medium, namely an illustration book. The data to be included in this book were obtained using several data collection methods such as interviews, observations and questionnaires or questionnaires.
- 2. Design**  
The second stage in the ADDIE method is the design stage. At this stage the researcher begins to design an illustration book accordance with the results of the previous analysis. The design stage begins with making a rough sketch of the illustration that will be made and how it will look when it is made into a book.
- 3. Development/ Production**  
The next stage is the stage of realizing the product. In this stage the researcher also takes input from the supervisor or the expert concerned about whether the illustrated book designed is in accordance with the data and elements that have been obtained in the previous stages.
- 4. Implementation**  
Then in this fourth stage, namely the implementation stage, it is carried out to obtain feedback or feedback on the products made or developed which in this study were given to respondents with a random sample, namely teenagers aged 13-20 years. The results of the evaluation are only on the arrangement of layouts and visual aesthetics, but for content there is no problem.
- 5. Evaluation**  
At this stage the researcher evaluates the shortcomings that exist in the Illustration book. This is the result of the previous stage where researchers seek feedback from research subjects or selected resource persons to test products or media that have been previously designed. The results of the repair are as shown in Figure 4.

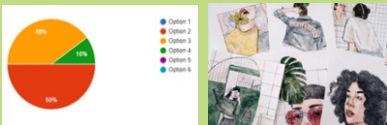


Figure 1 Illustration Style Election Survey Results Chart

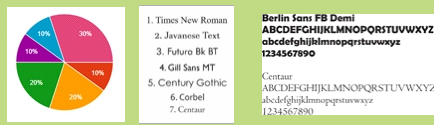


Figure 2 Typographic Font Choice Survey Result Chart

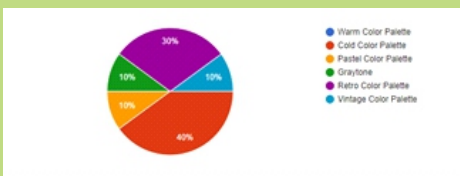


Figure 3 Color Choice Survey Results Chart



Figure 4 "Green Millennials" Illustration Book Visualization Sample

## DISCUSS

- I. Media illustration book and green behavior**
  - I.1. Green Behaviour**  
Green spirit and behavior in the Millennial generation era in the works created can be classified into six Green metrics, namely:
    - 1) Settings and Infrastructure**  
For example, the use of public telephones in its use can save electricity and money. Especially because in the era of the Millennial generation, not many people have personal cell phones.
    - 2) Energy and Climate Change**  
For example the use of braziers and charcoal whose use can replace gas stoves and petroleum fuels.
    - 3) Toxic Waste Recycling**  
For example, the utilization of unused waste into toys that can be made yourself or resold. Like otok-otok metal toy boats or toy cars made from Balinese orange peels.
    - 4) Water Conservation**  
For example, the use of bucket wells to collect rainwater that can be reused. People in that era also often collected rainwater for reuse such as for watering plants at home and others.
    - 5) Transportation**  
In the era of the Millennial generation, not many have motorized personal vehicles. Instead they use traditional transportation such as andhong (horse carriage) and rickshaw. Children also use bicycles to go to school, or by walking.
    - 6) Education**  
The teachings of not littering and always preserving nature have been taught since ancient times, especially in the era of the Millennial generation. Students at school are required to do community service and other healthy activities.
  - I.2. Illustration Book Visual Standard**
    - 1) Illustration**  
Based on data obtained from a short questionnaire given to ten young adults aged 15-16 years, half of the respondents preferred Naela Ali's illustration style (Figure 2). The process of making illustrations begins with sketching, then coloring, after the illustration is complete, the next process is that the image is scanned and edited using Corel Draw X6 software.
    - 2) Typography**  
Based on data obtained from a short questionnaire given to ten teenagers growing up aged 15-16 years, 30% of the respondents prefer the Centaur type font to be used as the main font in the design of illustration books. This type of font will be used for short narratives in the book. Then another font will be used as the font for the title or Headline of the book, and the Berlin Sans FB Demi font will be used. This font was chosen so that the writing on the book does not look too stiff or monotonous.
    - 3) Colors**  
Based on data obtained from a short questionnaire given to ten teenagers growing up aged 15-16 years, as many as 40% of respondents prefer cold colors such as gradations of blue, green and purple to be used as color palettes in illustration books. However, so that the contents of the book are not too monotonous, the researcher also includes other color palettes according to what is drawn.
    - 4) Layout**  
The layout that will be used will refer to the use of space for illustration that is larger than the narrative. The illustration can be located in the middle, right or left of the page, and the narration will be placed next to the illustration, written lengthwise horizontally. Because this is an illustration book, the narration written and presented will not be as much as the illustrations made. The narration here will only briefly describe the illustration. This is intended so that readers will not feel bored quickly when reading this book.
- 2. The Phi Generation's view of the environment**

The Phi generation is the generation that grew up when information technology from all over the world began to enter Indonesia. In contrast to the Millennial generation era where information technology is not widely known to the public because the price is less affordable. The excessive use of technology and motorized vehicles does not show the behavior of preserving the environment of the universe. That's why we need a medium that can be used for Phi generation youth so that they can be inspired to care more about the preservation of the universe.
- 3. Changing times and Green Behavior**

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## CONCLUSION

Green behavior is an environmentally friendly lifestyle in order to preserve the universe. Implementing Green behavior today is very much needed to reduce existing environmental issues. The younger generation or Phi generation has a different behavior compared to the Millennial generation who mostly apply Green behavior in their time. It takes a media design, especially visual media that can be used to invite today's young generation to implement Green behavior as it has been applied in the Millennial Generation era. The final result of this design design is an illustration book that is intended for the Phi generation or the current younger generation and can be mass produced for sale in bookstores and online.

