

## KATA PENGANTAR

Puji syukur kepada Tuhan yang Maha Esa atas berkat-Nya kepada penulis dalam menyelesaikan karya tugas akhirnya yang berjudul “Perancangan Komik Interaktif dari Adaptasi Cerita Rakyat (Studi Kasus: “Nenek Pakande”)”. Tugas Akhir ini dibentuk dengan tujuan memenuhi syarat kelulusan dan memperoleh gelar Sarjana Desain.

Penulis juga berterima kasih kepada:

1. Bapak Naldo Yanuar H., S. Sn., M.T. selaku dosen pembimbing utama
2. Bapak Jeffrey R. Gunadi, S. Sn., M. Ds selaku dosen co-pembimbing
3. Bapak Alfiansyah Zulkarnain S.Sn., M. Ds., Bapak Reyhan, S. Sn., dan Kak Jessica Laurencia, S. Sn., M.Ds., selaku dosen penguji
4. Rudolf Himawan, yang telah membantu penulis dalam perancangan
5. Keluarga dan teman-teman penulis yang berada di dalam ataupun luar Program Studi Desain Komunikasi Visual Universitas Pelita Harapan

atas bantuan, dukungan, dan bimbingan yang telah diberikan selama proses pembuatan tugas akhir.

Penulis menyadari bahwa tugas akhir ini jauh dari sempurna, maka dari itu, penulis terbuka akan kritik dan saran dari pembaca demi perbaikan pada tugas akhir ini di masa mendatang.

Tangerang, 16 Juni 2021

Erica Josephine

## DAFTAR ISI

|                                | Halaman |
|--------------------------------|---------|
| ABSTRAK .....                  | 1       |
| <i>ABSTRACT</i> .....          | 2       |
| KATA PENGANTAR .....           | 3       |
| DAFTAR ISI .....               | 4       |
| DAFTAR GAMBAR .....            | 16      |
| DAFTAR LAMPIRAN .....          | 22      |
| BAB I PENDAHULUAN .....        | 23      |
| 1.1 Latar Belakang .....       | 23      |
| 1.2 Identifikasi Masalah ..... | 27      |
| 1.3 Batasan Masalah .....      | 27      |
| 1.4 Tujuan .....               | 28      |
| 1.5 Manfaat .....              | 28      |
| BAB II LANDASAN TEORI .....    | 29      |
| 2.1. Pembahasan Teori .....    | 29      |
| 2.1.1. Gestalt .....           | 29      |
| 2.1.1.1. Proximity .....       | 29      |
| 2.1.1.2. Similarity .....      | 30      |
| 2.1.1.3. Continuity .....      | 33      |
| 2.1.1.4. Closure .....         | 34      |

|                                               |    |
|-----------------------------------------------|----|
| 2.1.1.5. Figure and Ground .....              | 36 |
| 2.1.1.6. Common Fate or Uniform Destiny ..... | 36 |
| 2.1.1.7. Law of Pragnanz .....                | 36 |
| 2.1.2. Principles of Design.....              | 38 |
| 2.1.2.1. Harmony and Variety.....             | 38 |
| 2.1.2.2. Balance.....                         | 39 |
| 2.1.2.3. Contrast .....                       | 39 |
| 2.1.2.4. Emphasis and Dominance .....         | 40 |
| 2.1.2.5. Movement.....                        | 40 |
| 2.1.2.6. Pattern .....                        | 41 |
| 2.1.2.7. Rhythm.....                          | 42 |
| 2.1.2.8. Unity .....                          | 43 |
| 2.1.3. Elements of Art .....                  | 43 |
| 2.1.3.1. Line .....                           | 43 |
| 2.1.3.1.1. Ukuran.....                        | 43 |
| 2.1.3.1.2. Tipe .....                         | 44 |
| 2.1.3.2. Shape and Form.....                  | 47 |
| 2.1.3.3. Space .....                          | 48 |

|                                      |    |
|--------------------------------------|----|
| 2.1.3.4. Texture .....               | 49 |
| 2.1.3.5. Value .....                 | 49 |
| 2.1.3.6. Color .....                 | 52 |
| 2.1.3.6.1. Jumlah Warna .....        | 52 |
| 2.1.3.6.2. Kombinasi Warna .....     | 53 |
| 1.3.6.2.1. Analogous .....           | 54 |
| 1.3.6.2.2. Complementary .....       | 56 |
| 1.3.6.2.3. Split complementary ..... | 58 |
| 1.3.6.2.4. Triadic.....              | 59 |
| 1.3.6.2.5. Tetradic.....             | 60 |
| 2.1.3.6.3. Saturation.....           | 61 |
| 2.1.3.6.4. Symbolisme .....          | 62 |
| 1.3.6.4.1. Kuning .....              | 63 |
| 1.3.6.4.2. Merah.....                | 63 |
| 1.3.6.4.3. Biru.....                 | 64 |
| 1.3.6.4.4. Hijau .....               | 66 |
| 1.3.6.4.5. Oranye .....              | 67 |
| 1.3.6.4.6. Violet .....              | 68 |

|                                               |     |
|-----------------------------------------------|-----|
| 2.1.4. Sequential Art.....                    | 70  |
| 2.1.4.1. Clarity.....                         | 71  |
| 2.1.4.1.1. Choice of Moment .....             | 71  |
| 1.4.1.1.1. Moment to moment transitions ..... | 72  |
| 1.4.1.1.2. Action to action.....              | 73  |
| 1.4.1.1.3. Subject to subject .....           | 74  |
| 1.4.1.1.4. Scene to scene .....               | 75  |
| 1.4.1.1.5. Aspect to aspect .....             | 77  |
| 1.4.1.1.6. Non sequitur.....                  | 78  |
| 2.1.4.1.2. Choice of frame .....              | 79  |
| 2.1.4.2. Persuasion.....                      | 90  |
| 2.1.4.2.1. Intensity.....                     | 91  |
| 2.1.4.2.2. Character.....                     | 92  |
| 1.4.2.2.1. Character Design.....              | 92  |
| 1.4.2.2.2. Facial expressions .....           | 96  |
| 1.4.2.2.3. Body Language .....                | 101 |
| 1.4.2.2.4. Elevation and Status .....         | 103 |
| 1.4.2.2.5. Distance and Relationships.....    | 104 |

|                                                      |     |
|------------------------------------------------------|-----|
| 1.4.2.2.6. Imbalance and Discontent .....            | 105 |
| 1.4.2.2.7. Hand Gesture .....                        | 105 |
| 2.1.4.2.3. Words and Pictures .....                  | 107 |
| 1.4.2.3.1. Word-specific.....                        | 107 |
| 1.4.2.3.2. Picture-specific .....                    | 107 |
| 1.4.2.3.3. Duo-specific.....                         | 108 |
| 1.4.2.3.4. Additive or Intersecting.....             | 108 |
| 1.4.2.3.5. Interdependent.....                       | 110 |
| 1.4.2.3.6. Parallel.....                             | 111 |
| 1.4.2.3.7. Montage.....                              | 111 |
| 2.1.4.2.4. World-Building .....                      | 112 |
| 2.1.5. 12 Principles of Animation .....              | 118 |
| 2.1.5.1. Squash and Stretch.....                     | 118 |
| 2.1.5.2. Anticipation .....                          | 119 |
| 2.1.5.3. Staging .....                               | 120 |
| 2.1.5.4. Straight Ahead and Pose to Pose .....       | 120 |
| 2.1.5.5. Follow Through and Overlapping action ..... | 120 |
| 2.1.5.6. Slow in and Slow Out .....                  | 121 |

|                                     |     |
|-------------------------------------|-----|
| 2.1.5.7. Arcs .....                 | 121 |
| 2.1.5.8. Secondary Action.....      | 121 |
| 2.1.5.9. Timing.....                | 122 |
| 2.1.5.10. Exaggeration.....         | 122 |
| 2.1.5.11. Solid Drawing.....        | 122 |
| 2.1.5.12. Appeal .....              | 123 |
| 2.1.6. Character Archetype .....    | 123 |
| 2.1.6.1. Hero.....                  | 123 |
| 2.1.6.2. Mentor.....                | 124 |
| 2.1.6.3. Threshold Guardian .....   | 125 |
| 2.1.6.4. Herald.....                | 125 |
| 2.1.6.5. Shapeshifter .....         | 125 |
| 2.1.6.6. Shadow.....                | 125 |
| 2.1.6.7. Ally .....                 | 126 |
| 2.1.6.8. Trickster .....            | 126 |
| 2.1.7. Story Structure.....         | 126 |
| 2.1.7.1. The Ordinary World.....    | 127 |
| 2.1.7.2. The Call to Adventure..... | 128 |

|                                             |     |
|---------------------------------------------|-----|
| 2.1.7.3. Refusal of the Call .....          | 128 |
| 2.1.7.4. Meeting with the Mentor.....       | 128 |
| 2.1.7.5. Crossing the First Threshold ..... | 128 |
| 2.1.7.6. Tests, Allies, Enemies.....        | 129 |
| 2.1.7.7. Approach to the Inmost Cave .....  | 129 |
| 2.1.7.8. The Ordeal.....                    | 129 |
| 2.1.7.9. Reward .....                       | 129 |
| 2.1.7.10. The Road Back .....               | 129 |
| 2.1.7.11. The Resurrection.....             | 130 |
| 2.1.7.12. Return with Elixir .....          | 130 |
| 2.2. Analisis Konsep .....                  | 131 |
| 2.2.1 Studi Kasus .....                     | 131 |
| 2.2.1.1. Timeline and Setting .....         | 132 |
| 2.2.1.2. Komik Interaktif .....             | 132 |
| 2.2.2.1 Staging and choice of frame.....    | 132 |
| 2.2.1.2.2. Appeal in Character Design.....  | 133 |
| 2.2.1.2.3. Exaggeration .....               | 135 |
| 2.2.1.2.4. Secondary Action.....            | 136 |



|                                                            |            |
|------------------------------------------------------------|------------|
| 2.2.1.2.5. Timing, and Anticipation .....                  | 137        |
| 2.2.1.2.6. Follow Through, Arcs, and Slow In-Slow Out..... | 140        |
| 2.2.1.2.7. Words and Pictures .....                        | 141        |
| 2.2.1.2.8. Warna .....                                     | 142        |
| 2.2.2. Media .....                                         | 144        |
| 2.2.2.1 Biografi .....                                     | 144        |
| 2.2.2.2. Budaya .....                                      | 144        |
| 2.2.2.2.1. Mata Pencaharian .....                          | 145        |
| 2.2.2.2.2. Gender .....                                    | 145        |
| 2.2.2.2.3. Bissu .....                                     | 146        |
| 2.2.3. Konteks .....                                       | 149        |
| 2.2.3.1 Teknologi .....                                    | 149        |
| 2.2.3.1.1. Bangunan Tradisional .....                      | 150        |
| 2.2.3.1.2. Pakaian .....                                   | 151        |
| 2.2.3.1.3. Peralatan Hidup.....                            | 153        |
| <b>BAB III METODE PENELITIAN .....</b>                     | <b>156</b> |
| 3.1. Waktu dan Tempat Perancangan.....                     | 156        |
| 3.1.1. Studi Pustaka.....                                  | 156        |
| 3.2. Strategi Perancangan .....                            | 156        |

|                                                      |     |
|------------------------------------------------------|-----|
| 3.2.1. Riset .....                                   | 158 |
| 3.2.2. Analisis Data .....                           | 158 |
| 3.2.3. Proses Kreatif .....                          | 158 |
| 3.2.4. Perancangan .....                             | 158 |
| 3.2.5. Hasil Akhir .....                             | 159 |
| 3.3. Analisis Data.....                              | 159 |
| 3.3.1. Studi Wawancara.....                          | 159 |
| 3.3.1.1. Wawancara dengan Maikel Verkoelen .....     | 159 |
| 3.3.1.2. Wawancara dengan Satria Sastromihardjo..... | 160 |
| 3.3.2. Objek Penelitian .....                        | 162 |
| 3.3.2.1. Struktur Cerita .....                       | 163 |
| 3.3.2.1.1. Act 1 .....                               | 163 |
| 3.3.2.1.2. Act 2.....                                | 164 |
| 3.3.2.1.3. Act 3.....                                | 164 |
| 3.3.2.2. Penokohan .....                             | 164 |
| 3.3.2.2.1. Nenek Pakande .....                       | 165 |
| 3.3.2.2.2. La Beddu .....                            | 165 |
| 3.3.2.2.3. Karakter Pendukung.....                   | 166 |

|                                       |     |
|---------------------------------------|-----|
| BAB IV PERANCANGAN .....              | 167 |
| 4.1. Strategi Kreatif.....            | 167 |
| 4.1.1. Keywords .....                 | 167 |
| 4.1.2. Brainstorming.....             | 168 |
| 4.1.3. Moodboard.....                 | 170 |
| 4.1.4. Target Audience .....          | 171 |
| 4.1.4.1. Demografis .....             | 171 |
| 4.1.4.2. Geografis .....              | 171 |
| 4.1.4.3. Psikografis .....            | 171 |
| 4.1.4.4. Sosiografis .....            | 172 |
| 4.2. Studi Visual.....                | 172 |
| 4.3. Konsep Desain .....              | 181 |
| 4.3.1. Storyboard.....                | 181 |
| 4.3.2. Promo and Cover Art.....       | 192 |
| 4.4. Proses dan Hasil Rancangan ..... | 196 |
| 4.4.1. Similarity.....                | 197 |
| 4.4.2. Continuity .....               | 200 |
| 4.4.3. Figure and Ground.....         | 201 |
| 4.4.4 Harmony and Variety .....       | 202 |

|                                                     |     |
|-----------------------------------------------------|-----|
| 4.4.5. Balance.....                                 | 204 |
| 4.4.6. Contrast.....                                | 206 |
| 4.4.7. Emphasis and Dominance.....                  | 208 |
| 4.4.8. Unity.....                                   | 208 |
| 4.4.9. Line.....                                    | 211 |
| 4.4.10. Texture.....                                | 212 |
| 4.4.11. Warna.....                                  | 213 |
| 4.4.12. Comic.....                                  | 214 |
| 4.4.12.1. Choice of Moment.....                     | 214 |
| 4.4.12.1.1. Moment to Moment Transitions.....       | 214 |
| 4.4.12.1.2. Action-to-Action Transitions.....       | 216 |
| 4.4.12.1.3. Subject to Subject Transitions.....     | 218 |
| 4.4.12.2. Facial Expressions and Body Language..... | 218 |
| 4.4.12.3. Words and Pictures.....                   | 221 |
| 4.4.13. Animation.....                              | 221 |
| 4.4.13.1. Anticipation.....                         | 221 |
| 4.4.13.2. Staging.....                              | 224 |
| 4.4.13.3. Slow In Slow Out.....                     | 226 |

|                                  |     |
|----------------------------------|-----|
| 4.4.13.4. Timing .....           | 226 |
| BAB V KESIMPULAN DAN SARAN ..... | 227 |
| 5.1. Kesimpulan .....            | 227 |
| 5.2. Saran.....                  | 228 |
| DAFTAR PUSTAKA .....             | 230 |



## DAFTAR GAMBAR

|                  | Halaman |
|------------------|---------|
| Gambar 2.1.....  | 30      |
| Gambar 2.2.....  | 31      |
| Gambar 2.3.....  | 32      |
| Gambar 2.4.....  | 34      |
| Gambar 2.5.....  | 35      |
| Gambar 2.6.....  | 37      |
| Gambar 2.7.....  | 41      |
| Gambar 2.8.....  | 46      |
| Gambar 2.9.....  | 50      |
| Gambar 2.10..... | 51      |
| Gambar 2.11..... | 53      |
| Gambar 2.12..... | 54      |
| Gambar 2.13..... | 55      |
| Gambar 2.14..... | 56      |
| Gambar 2.15..... | 57      |
| Gambar 2.16..... | 58      |
| Gambar 2.17..... | 59      |
| Gambar 2.18..... | 60      |
| Gambar 2.19..... | 62      |
| Gambar 2.20..... | 64      |
| Gambar 2.21..... | 65      |
| Gambar 2.22..... | 67      |
| Gambar 2.23..... | 68      |
| Gambar 2.24..... | 69      |
| Gambar 2.25..... | 73      |
| Gambar 2.26..... | 74      |

|                  |     |
|------------------|-----|
| Gambar 2.27..... | 75  |
| Gambar 2.28..... | 76  |
| Gambar 2.29..... | 78  |
| Gambar 2.30..... | 80  |
| Gambar 2.31..... | 81  |
| Gambar 2.32..... | 82  |
| Gambar 2.33..... | 84  |
| Gambar 2.34..... | 86  |
| Gambar 2.35..... | 87  |
| Gambar 2.36..... | 88  |
| Gambar 2.37..... | 89  |
| Gambar 2.38..... | 93  |
| Gambar 2.39..... | 96  |
| Gambar 2.40..... | 98  |
| Gambar 2.41..... | 99  |
| Gambar 2.42..... | 100 |
| Gambar 2.43..... | 101 |
| Gambar 2.44..... | 102 |
| Gambar 2.45..... | 106 |
| Gambar 2.46..... | 109 |
| Gambar 2.47..... | 112 |
| Gambar 2.48..... | 114 |
| Gambar 2.49..... | 115 |
| Gambar 2.50..... | 117 |
| Gambar 2.51..... | 119 |
| Gambar 2.52..... | 119 |
| Gambar 2.53..... | 121 |
| Gambar 2.54..... | 127 |

|                  |     |
|------------------|-----|
| Gambar 2.55..... | 133 |
| Gambar 2.56..... | 135 |
| Gambar 2.57..... | 135 |
| Gambar 2.58..... | 136 |
| Gambar 2.59..... | 138 |
| Gambar 2.60..... | 139 |
| Gambar 2.61..... | 140 |
| Gambar 2.62..... | 142 |
| Gambar 2.63..... | 146 |
| Gambar 2.64..... | 151 |
| Gambar 2.65..... | 152 |
| Gambar 2.66..... | 153 |
| Gambar 2.67..... | 155 |
| Gambar 3.1.....  | 157 |
| Gambar 4.1.....  | 167 |
| Gambar 4.2.....  | 169 |
| Gambar 4.3.....  | 170 |
| Gambar 4.4.....  | 171 |
| Gambar 4.5.....  | 173 |
| Gambar 4.6.....  | 174 |
| Gambar 4.7.....  | 174 |
| Gambar 4.8.....  | 175 |
| Gambar 4.9.....  | 176 |
| Gambar 4.10..... | 177 |
| Gambar 4.11..... | 178 |
| Gambar 4.12..... | 179 |
| Gambar 4.13..... | 180 |
| Gambar 4.14..... | 181 |



|                  |     |
|------------------|-----|
| Gambar 4.15..... | 181 |
| Gambar 4.16..... | 182 |
| Gambar 4.17..... | 182 |
| Gambar 4.18..... | 183 |
| Gambar 4.19..... | 183 |
| Gambar 4.20..... | 184 |
| Gambar 4.21..... | 184 |
| Gambar 4.22..... | 185 |
| Gambar 4.23..... | 185 |
| Gambar 4.24..... | 186 |
| Gambar 4.25..... | 186 |
| Gambar 4.26..... | 187 |
| Gambar 4.27..... | 187 |
| Gambar 4.28..... | 188 |
| Gambar 4.29..... | 188 |
| Gambar 4.30..... | 189 |
| Gambar 4.31..... | 189 |
| Gambar 4.32..... | 190 |
| Gambar 4.33..... | 190 |
| Gambar 4.34..... | 191 |
| Gambar 4.35..... | 191 |
| Gambar 4.36..... | 192 |
| Gambar 4.37..... | 192 |
| Gambar 4.38..... | 193 |
| Gambar 4.39..... | 193 |
| Gambar 4.40..... | 194 |
| Gambar 4.41..... | 194 |
| Gambar 4.42..... | 195 |

|                  |     |
|------------------|-----|
| Gambar 4.43..... | 195 |
| Gambar 4.44..... | 197 |
| Gambar 4.45..... | 198 |
| Gambar 4.46..... | 199 |
| Gambar 4.47..... | 199 |
| Gambar 4.48..... | 201 |
| Gambar 4.49..... | 202 |
| Gambar 4.50..... | 202 |
| Gambar 4.51..... | 203 |
| Gambar 4.52..... | 203 |
| Gambar 4.53..... | 204 |
| Gambar 4.54..... | 205 |
| Gambar 4.55..... | 206 |
| Gambar 4.56..... | 207 |
| Gambar 4.57..... | 209 |
| Gambar 4.58..... | 209 |
| Gambar 4.59..... | 210 |
| Gambar 4.60..... | 211 |
| Gambar 4.61..... | 211 |
| Gambar 4.62..... | 212 |
| Gambar 4.63..... | 213 |
| Gambar 4.64..... | 215 |
| Gambar 4.65..... | 217 |
| Gambar 4.66..... | 218 |
| Gambar 4.67..... | 219 |
| Gambar 4.68..... | 220 |
| Gambar 4.69..... | 223 |
| Gambar 4.70..... | 225 |

Gambar 4.71.....225



## DAFTAR LAMPIRAN

|                                                                     | Halaman |
|---------------------------------------------------------------------|---------|
| LAMPIRAN .....                                                      | 234     |
| Lampiran A-1: Transkrip Wawancara dengan Mr. Maikel Verkoelen ..... | 234     |
| Lampiran A-2: Transkrip Wawancara dengan Satria .....               | 238     |
| Lampiran C-1: Sketsa Promo Art .....                                | 242     |
| Lampiran C-2: Desain Karakter Awal .....                            | 244     |
| Lampiran D-1: Lembar Monitoring dengan Dosen Pembimbing .....       | 246     |
| Lampiran D-2: Lembar Monitoring dengan Dosen Co-Pembimbing .....    | 255     |

