

ILLUSTRATED BOOK AS INFORMATION MEDIA FOR AUTHORITARIAN PARENTING

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ABSTRACT

One well-known parenting style is authoritarian parenting, which emphasizes children's obedience to parents' rules. This pattern often involves restrictions, punishments, and one-sided communication. While it has positive value in developing discipline and responsibility, especially in certain situations, this pattern can also make children feel fearful, doubtful, and have poor communication skills. The solution is an educational information book about authoritarian parenting, explaining its definition, impacts and causes. Authoritarian parenting patterns emphasize children's obedience to parental rules, with restrictions and punishments as controls, as well as unilateral communication. While it has a positive impact on a child's discipline and responsibility, especially in certain situations, this pattern can also create fear, doubt, and communication barriers. Based on the explanation above, the design solution of this problem is to create a media in the form of an interesting information book and be able to educate parents and prospective parents to provide more complete information about authoritarian parenting. With the design of this book, it is hoped that parents and prospective parents will have no difficulty in finding information about Authoritarian Parenting, knowing about Authoritarian Parenting can provide new information about parenting.

Keywords: Authoritarian parenting, Child Obedience, Restrictions and Punishment.

INTRODUCTION

The social environment when a child is born for the first time in the world is the family, father and mother. The relationship between parents and children forms a reciprocal relationship as interactions take place. Every parent wants to do everything that is best for their child. From this desire, parents will form a style of parenting and education, which will then be introduced to the child. According to Baumrid (1967), parenting is the stage of formation applied from parents to the child. Aiming to fulfill the development of the child's personality under control, guidance and care.

There is a parenting pattern called authoritarian, authoritarian parenting has parenting characteristics that emphasize if children must obey all the rules formed by parents. Including when parents behave arbitrarily to children, parents who use this authoritarian type tend to limit and punish children. Authoritarian parents always pressure or demand that children do and respect what parents tell them. Parents who use this type do not allow children to have space and have strict control and restrictions on their children, verbal communication that occurs is also more one-sided. Authoritarian parents usually see children as objects that must be shaped by parents. Parents always feel that they know what is best for their children, children who are educated through authoritarianism tend to look less happy. Children are afraid to take or do something for fear of missteps, hesitation, embarrassment, and poor communication skills (Baumrid 1967).

Authoritarian parenting in certain conditions and circumstances is actually good and has its own pluses, because children can develop a sense of discipline and responsibility for the environment. There are some children who are born naughty and undisciplined, therefore parents use parenting with authoritarian type so that in the future the child does not continue to behave badly. It's just that some parents still make mistakes in raising their children, some parents tend to be more authoritarian to their children by not providing harmony. Parents use control, power, and also set rules in order to create children who always obey all their orders. Parents certainly want smart and moral children. However, if the child continues to be applied with authoritarian upbringing, then later the child tends to think that he is limited, considers if the child does not have freedom, so there are some children who think that their parents do not like them. Authoritarian treatment used by parents such as this incident can have an impact on the characteristics of the child, the child's mindset, as well as their intelligence (Baumrind D 1967).

There is also the term helicopter parenting which is widely interpreted as the same as authoritarian parenting, because both provide the same restrictions to children. But actually helicopter parenting and authoritarian parenting are different parenting, helicopter parenting is overprotective and overprotects children so that children cannot face difficulties (Ganaprakasam 2018).

Dede Aas (2021) in his journal states, if you find parents who are often worried about the growth of the child who behaves unnaturally or the child is not similar to most children. Parents immediately apply rules to their children and ask the child to obey them so that everything in the child is in line with what the parents want. Because of this, parents are asked to be wiser and smarter in using parenting so that children can get the maximum stimulus for their growth and development stage.

LITERATURE REVIEW

Dede Aas (2021) in his journal states, if you find parents who are often worried about the growth of the child who behaves unnaturally or the child is not similar to most children. Parents immediately apply rules to their children and ask the child to obey them so that everything in the child is in line with what the parents want. Because of this, parents are asked to be wiser and smarter in using parenting so that children can get the maximum stimulus for their growth and development stage.

METHODOLOGY

On the problem of authoritarian parenting with consideration of solutions through illustration book media, namely communication strategies and creative strategies, so that messages can be received by the audience well. The communication strategy is made sure to use a straightforward language style without reducing or exaggerating the information provided. This is to avoid misuse or misunderstanding in learning and knowing information about Authoritarian Parenting by the target audience. As for the creative strategy carried out is to provide information and

knowledge related to the Application of Authoritarian Parenting so that the audience recognizes various types of parenting. In addition, in order to help and remind the audience that the impact of parenting is very important on the personality and future of the child, this can have a positive impact, namely increasing the audience's sense of concern in appreciating communication between parents and children.

Object of Research & Design

The object of research in this design is about authoritarian parenting, understanding parenting in general, understanding authoritarian and children in general, the impact of authoritarian parenting, the advantages and disadvantages of authoritarian parenting to the causes of authoritarian parenting. This design aims to provide information about authoritarian parenting in the form of illustration book media so that audiences can get information about authoritarian parenting in a complete and interesting way.

Data Collection Procedure

This design data collection technique is from books, journals on the internet, observations and interviews, then draw conclusions. There is a considerable influence of authoritarian parenting applied by parents on the personality and life of children. Authoritarian parenting has the advantage of providing structure can discipline, but it also has weaknesses that can have a negative impact on children's development. Although some children may respect authority and obey rules, authoritarian parenting can inhibit children's independence, self-confidence, and creativity.

Analysis Method

1. Target Audience

According to Dyna (2019), an audience is a number of people/individuals whose behavioral attitudes will be changed. The audience is an important entity when talking about media. The target audience is one of the determinants in media design, so that it can be adjusted appropriately to influence media creation. In this design, the target audience is determined based on demographic, geographic, psychographic, consumer journey, and consumer insight.

2. Communication Strategy

The strategy used in this design is to use information books with clear and attractive designs so that the message can be conveyed well to the target audience.

Communication Objectives and Approach

The creation of this media aims to inform everything about authoritarian parenting ranging from the definition of parenting, types of parenting, authoritarian parenting, the positive impact and negative impact of authoritarian parenting, at what time authoritarian parenting can be applied and others. This is done as a form of effort to provide new knowledge for the community, prospective parents and parents throughout Indonesia.

The verbal approach used is to use standard Indonesian, considering that the target audience is educated women and men who are able to understand better. In addition to the target audience, the use of standard Indonesian can also make it easier for all levels of society. The visual approach used in this design is a simple illustration that facilitates the main target audience aged 20-35 years. The visual object used is an illustration with a cartoon art style that will be created using a digital process. Illustrations like this are able to be recognized by the target audience so that boredom in reading knowledge books can be minimized and the target audience can linger to enjoy the quality

of reading everything about authoritarian parenting. Unconsciously, the information that wants to be conveyed is easily absorbed by the brain because there is entertainment in the form of illustrations in it.



Figure 1: Illustration I Visual Approach
Source: <https://www.gramedia.com/blog/> (2023).



Figure 2: Illustration II Visual Approach
Source: [instagram.com/merakibooks](https://www.instagram.com/merakibooks) (2023).

Creative Strategy and Media

The creative strategy carried out in this design is to provide information and knowledge related to the Application of Authoritarian Parenting so that the audience recognizes various types of parenting. In addition, in order to help and remind the audience that the impact of parenting is very important on the personality and future of children, this can have a positive impact, namely increasing the sense of concern of the audience in appreciating communication between parents and children.

a. Copywriting

The approach in writing effective copy on the headline (title), subtitle and body text in the Authoritarian Parenting information media is to use Simple Copy, which introduces or provides information and knowledge without

gimmicks or artificially. Writing information and knowledge based on actual facts that have been listed or mentioned in several journals and books that have been published.

b. Visual Design

In the first stage, namely making sketches as a reference for making the main media, the sketches made are digital sketches.

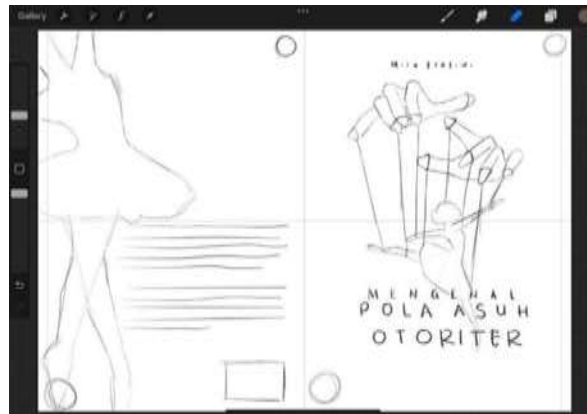


Figure 3: Cover Sketch

Source: Personal Documents (2023).

DISCUSSION

Authoritarian parenting is parenting that is coercive, harsh and rigid. Parents will make various rules that are absolute and must be obeyed by the child without wanting to know how the child feels. Authoritarian parenting in certain conditions and times is actually good and has its own pluses, because children can develop a sense of discipline and responsibility for the environment. There are some children who are born naughty and undisciplined, therefore parents use parenting with authoritarian type so that in the future the child does not continue to behave badly.

Educating children in an authoritarian way is not recommended and is not good to be applied continuously or singly, because it tends to be rigid and force children, determining many rules also indicates to children if children need to obey the rules. Children do not get exposure to why it is necessary to obey parents, nor do they get the opportunity to express their opinions even though the rules are irrational.

Based on the analysis above, the design solution of this problem is to create an information media that is able to educate parents and prospective parents to provide more complete information about authoritarian parenting that is rarely known by the people of Bandung and the people of Indonesia.

The main media used as a medium for conveying information on Authoritarian Parenting is a picture book or illustration book, this is intended to increase the reading interest of the audience with the presence of images as a

complement to the information and information conveyed neatly arranged. The Illustration Book is printed in A5 size format or uses a size of 14.8 x 21 cm.



Figure 4: Book Cover

Source: Personal Documents (2023).

Layout

The layout that will be used in the main media of the Authoritarian Parenting illustration book is an axial layout. Axial layout is a layout that has a strong visual display in the middle of the page with the display of supporting elements around the main image usually in the form of images or text related to the display in the middle of the page as the center.

Typography

According to Wantoro, et al (2017). Lettering is one of the important graphic elements to complete a design that is presented to the audience. Typography as the science of composing the right letters in design is able to translate what you want to convey so that a correlation between function and aesthetics is formed. The use of letters in this design uses the following font types.



Figure 5: Black Mango Font

Source: Personal Documents (2023).

POPPINS
POPPINS
POPPINS

Figure 6: Poppins Font

Source: Personal Documents (2023).

Gill Sans

Figure 7: Gill Sans Font

Source: Personal Documents (2023).

Colors

Colors are divided into two, namely CMYK and RGB. CMYK colors are used in printing. While RGB is a color that is usually used on computer screens, lights, televisions, and cellphones. The colors that will be used in the process of making this book use a combination of retro colors that seem to have the characteristics of colors that are not too bright or striking, even tend to fade, cool and aesthetic.



Figure 8: CMYK Color Scheme

Source: Personal Documents (2023).

Illustration

With illustrations, it can make it easier for people to understand and understand the information more quickly. In the design of information media Authoritarian Parenting, using simple illustrations in the style of watercolor illustrations. Based on everyday life. This aims to be more appropriate in the real life of the audience. The method used in making illustrations is digital, to make it easier to apply in every other information media.



Figure 9: Ballerina Illustration
Source: Personal Documents (2023).

Main Media

The final result of this design process is an illustration book with the title "Knowing Authoritarian Parenting" several stages starting from sketches to digital, resulting in an illustration book measuring 14 x 20 cm with a total of 32 pages. The illustration book is printed with hardcover paper material for the front and back covers, while for the contents using 80 gsm bookpaper. In addition to the cover, the number of pages in the book totals 36 pages.



Figure 10: Book Cover
Source: Personal Documents (2023).

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