

Visual Design of Pop-Up Book Publication Binturong the Rare Cat Bear

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ABSTRACT

This research aims to design an engaging and educational pop-up book about the Binturong (*Arctictis binturong*), a nocturnal creature related to civets but distinguished by size. Known by various names in different regions, such as Binturong, Binturung, Menturung, or Menturun, this animal is referred to as Binturong, Malay Civet Cat, Asian Bearcat, Palawan Bearcat, or simply Bearcat in English. The wild population of Binturong has experienced a significant decline, leading to an elevation of its conservation status to Vulnerable (VU), according to the International Union for Conservation of Nature (IUCN). Binturong is listed among the protected species by the Indonesian government. The population decline is attributed to human intervention through exploitation, excessive hunting, deforestation, and forest fires. The responsibility of preserving the environment and biodiversity should concern society. Particularly, educating children, as the next generation, about the Binturong is crucial for understanding the importance of ensuring the sustainability of this species. Therefore, the pop-up book is considered an attractive educational medium. A pop-up book is an interactive form of literature with images that can be erected, aesthetically pleasing, and capable of movement. Thus, the pop-up book serves as an effective tool to enhance reading interest and knowledge about the Binturong.

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1. Introduction

Books are one of the oldest communication media that are still relevant today. According to the Big Dictionary of Indonesian, books can be interpreted as sheets of paper that are bound, contain writing, or are blank (<https://kbbi.web.id/buku>) (KBBI, n.d.). Besides that, according to DR. Jujun S. Suriasumantri in (Koentjaraningrat, 1985) states, "a book is a work made systematically and coherently, consisting of sentences that describe complex and organized ideas and thoughts and produced through an adequate writing process." A book is a work of publication that has its charm from its physical form. Books have a format that attracts people's attention to read them (Kusrianto, 2006, p. 1).

In essence, books have an essential function in human life, both as a medium of learning, a means of disseminating ideas, and a medium of entertainment. Books are a source of knowledge that can help readers acquire new knowledge, broaden their horizons, and deepen their understanding in various areas of life. Readers can explore new ideas through books and enrich their imaginations and minds.

For example, fiction books offer compelling stories, which can distract readers from daily routines; religious books can provide guidance and teachings for religious people and inspire those who are looking for the meaning of life; and educational books can be a source of learning for readers and help readers improve their knowledge, abilities, and skills in various fields, including Animal introduction (Siregar & Rahmah, 2016).

Interest in reading in Indonesia is currently still shallow when compared to other countries in the world; referring to data from the survey results of the United Nations Educational, Scientific and Cultural Organization (UNESCO), from the national index data shows that the level of interest of Indonesian people is only 0.001 per cent of the Indonesian population, which means there is only one person out of 1000 residents who actively read books. This is undoubtedly a severe problem because low reading interest in the population can hurt increasing public knowledge. Therefore, solutions are needed to increase people's interest in reading and love for books, especially children.

Learning to use creative media with many visual elements will make it easier for children to remember. According to Bobby Hartanto, M.Psi (Alamsyah & Purba, 2020), "The human brain prefers everything that is pictorial and colourful because images can have a million meanings while colours will make everything more alive." This certainly makes creative media an effective means to increase interest in reading and introduce animals to children.

One of the protected animals that is interesting to discuss in the book is Binturong, scientifically named *Arctictis Binturong*. This animal is related to the weasel but has a larger body than the weasel; this animal has many names, in some areas referred to as Binturong, Binturung, Menturung, or Menturun. In English, this animal is called Binturong, Malay Civet Cat, Asian Bearcat, Palawan Bearcat, or simply Bearcat. It is called the Bearcat (Cat Bear) probably because this dense black furry carnivore resembles a long-tailed bear with a bushy and long moustache like a cat. While in China, this animal is called Xiong-Li (Alamendah, 2010).

Binturong is a nocturnal animal that spends most of its life on trees; Duckworth said, "Binturong is an Arboreal animal and rarely goes to the ground" (Duckworth, 2016). This directly contradicts Fadli's statement, "Binturong, like most ferrets, is a nocturnal animal active at night (Meikawati, 2018). Although more often on top of trees (Arboreal), Binturong also descends to the ground (Terrestrial). Moreover, this animal is distributed in tropical forests (Rahmadi, 2015).

Binturong wild populations are likely to decline and need to be protected, so the International Union for Conservation of Nature (IUCN) put this animal into Vulnerable conservation status (VU; Vulnerable). Even Holden (2016) said in (Pryono, 2018) that "This animal by the Indonesian government is one of the protected animals." this is evidenced by the inclusion of Binturong animals in the list of protected animals in the regulation of the Minister of Environment and Forestry of the Republic of Indonesia P.106/2018. The decline in the population of this animal is inseparable from human intervention that exploits this animal and damages the habitat where it lives with a lot of hunting, deforestation, and forest fires. Alamendah also suggests that "Binturong is hunted for its thick furry skin and to be used for its body parts as traditional medicinal materials" (Alamendah, 2010).

As a society, we are responsible for preserving the environment and biodiversity, especially children who, as the next generation, need to get education about Binturong animals to understand the importance of maintaining the survival of this species and how to preserve the ecosystem around these animals. Therefore, creative and exciting information media alternatives are needed to explain

this animal to children in order to gain knowledge about this animal. Efforts to meet these needs require information media presented in an exciting and interactive form, such as Pop-Up Books (Wirawan & Siti Indah Lestari, 2023).

A Pop-Up Book is a book that has folds of images in the form of three-dimensional layers on the page and can be moved so that it can attract the reader's attention and is not dull Sholikah (Silqi & Febrianto, 2022). This is in line with Umam's statement (2019, p. 4) that "Pop-Up Book is a book that has an image display that can be enforced, beautiful, and can move. Thus, it can be said that this book is so amazing that it can attract the attention of learners". Thus, we can take advantage of the advantages of this Pop-Up Book as an interactive book media to increase reading interest and knowledge about Binturong. In this way, we can provide understanding to the community, especially children, about the importance of maintaining biodiversity and preserving clay animals in Indonesia.

This Pop-Up Book uses 42 x 21cm of paper per page, with page numbering calculated when the book is opened. The research will only use Adobe Illustrator, Photoshop, and Pro Create and examine the relationship between visual elements and information (Putra, 2023). At the same time, the audience is Indonesian people aged eight years and over with a minimum educational background in elementary school. The contents will discuss aspects of Binturong and reference sources derived from the author's documentation and related parties, as well as trusted journals, books, and articles. The goal is to develop a Pop-Up Book as an exciting learning medium, invite readers to preserve Binturong and provide information about the conservation and characteristics of these animals. Its benefits include providing a visual understanding of Binturong, raising awareness of its importance, and expanding knowledge about this species to increase readers' interest in studying it.

2. Materials and Methods

The author designed a pop-up book about Binturong animals by collecting data through literature studies, field observations, and interviews with related experts. Primary data were obtained through field observations at Pematang Siantar Animal Park, which yielded in-depth information about Binturong's behaviour and habitat. In addition, an interview with Mr Reinheart Simarmata from the Environment and Forestry Service-North Sumatra Province provided insight into this animal's conservation status and challenges. Secondary data from various sources were also used in the design of this book. Data analysis is carried out through a 5W+1H approach to support the development of design concepts. Creative ideas integrate the information obtained to add value, appeal, and uniqueness to pop-up books. Thinking methods, themes, target users, and creative strategies are used in designing concepts. The media concept includes pop-up books as the leading media, supported by supporting media such as bookmarks, mugs, stickers, and others. Visualization involves developing visual elements, design alternatives, prototyping, digitization, and assembly. With a holistic approach, the pop-up book "Binturong: The Rare Cat Bear" is designed to provide an informative and engaging reading experience for its target audience, especially children and adolescents concerned about nature conservation.

3. Result and Discussion Documentation

In this documentation, the author shows a booth that not only displays pop-up books as the main element but also integrates merchandise such as tumblers, mugs, and keychains. These merchandise items are designed by taking inspiration from significant media, creating an engaging alignment. In addition, the author involves elements of supporting information media, including T-banners and infographics, which synergistically support conceptual explanations. Then, it includes a manual book that provides detailed guidance on every creative aspect of the pop-up book creation process to invite readers to explore the creative process involving various media.



Figure 1 Pop-up book documentation

Source: Dermawan Syahputra, 2023



Figure 2 Dokumentasi hasil karya Pop-up book

Source: Dermawan Syahputra, 2023



Figure 3 Pop-up book documentation

Source: Dermawan Syahputra, 2023

Implementation of Works

By referring to the work done, it has implemented its work at Rahmat Zoo & Park Bengabing and measured achievement through questionnaires given to visitors. The questionnaire assesses the extent to which the objectives of this work were achieved. The data obtained by the author as an author comes from the results of respondents filling out questionnaires. The following is documentation of the implementation of the work that has been carried out:



Figure 4 Documentation (Photo explaining a pop-up book "Binturong, The rare cat bear" To Visitors of Rahmat Zoo & Park Bengabing)

Source: Dermawan Syahputra, 2023

The details of the questions given by the author and the results of the data received by the author from the questionnaire that respondents have given are as follows:

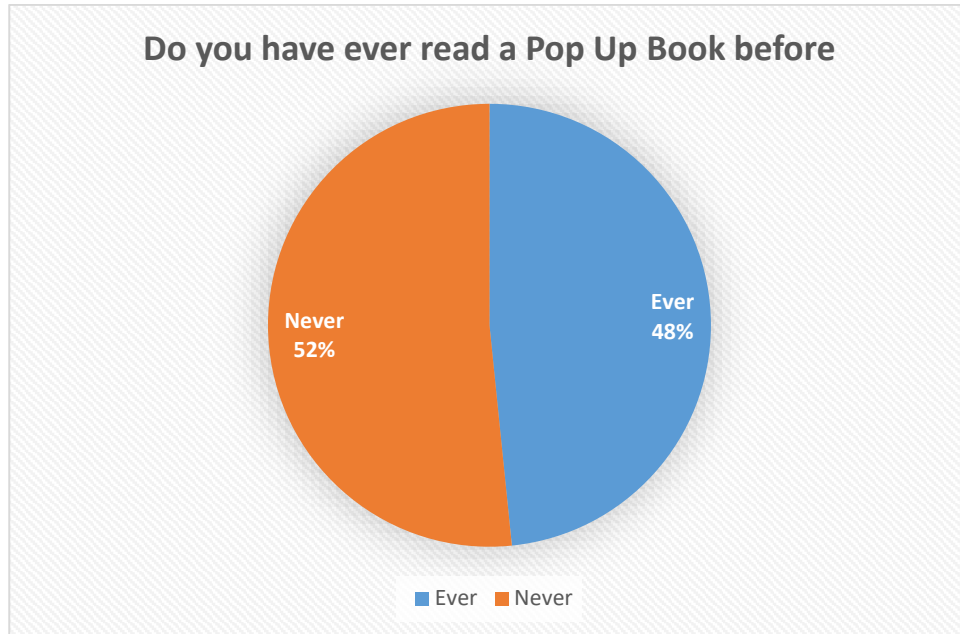


Figure 5 Respondent Diagram Against Reading Pop-up Book

Source: Dermawan Syahputra, 2023

Based on the diagram above, out of 62 visitor respondents, as many as 32 visitors (52%) stated that they had never read a Pop-Up Book. Meanwhile, another 30 visitors (48%) said they had read a pop-up book.

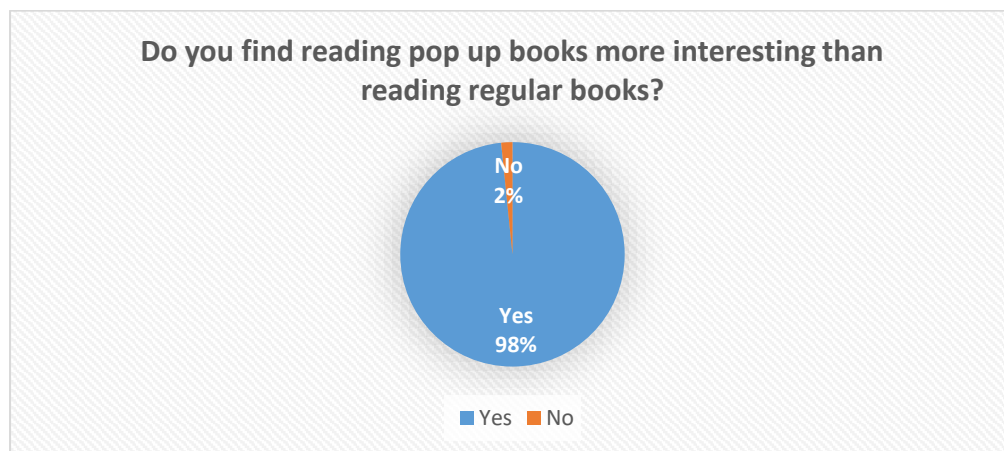


Figure 6 Respondent Diagram Against Reading Pop-up Book

Source : Dermawan Syahputra, 2023

Based on the diagram above, out of 62 visitor respondents, as many as 61 visitors (98%) found reading Pop-Up Books more interesting than reading regular books. Meanwhile, another visitor (2%) found reading a pop-up book no more interesting than a regular book.

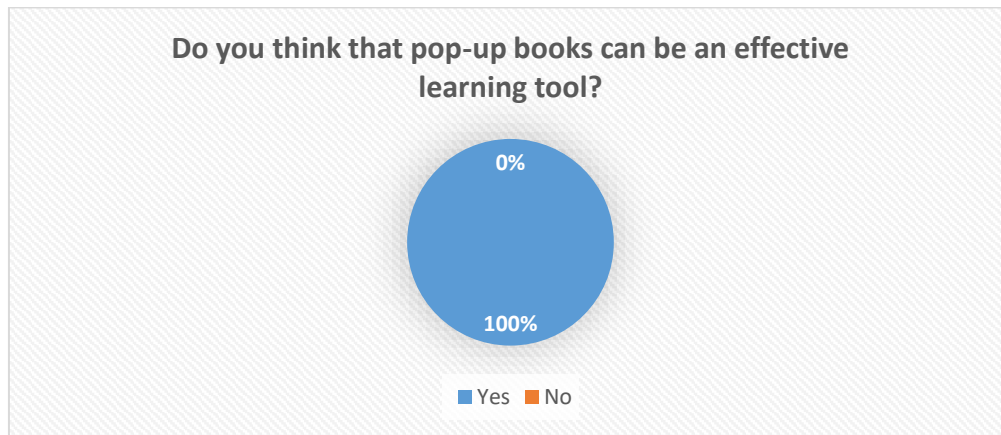


Figure 7 Respondent Diagram Against Reading Pop-up Book

Source: Dermawan Syahputra, 2023

Based on the diagram above, from 62 visitor respondents, as many as 62 visitors (100%) agreed that Pop-Up books have great potential as a practical learning medium. These findings reflect a positive reception of pop-up books' ability to support learning.

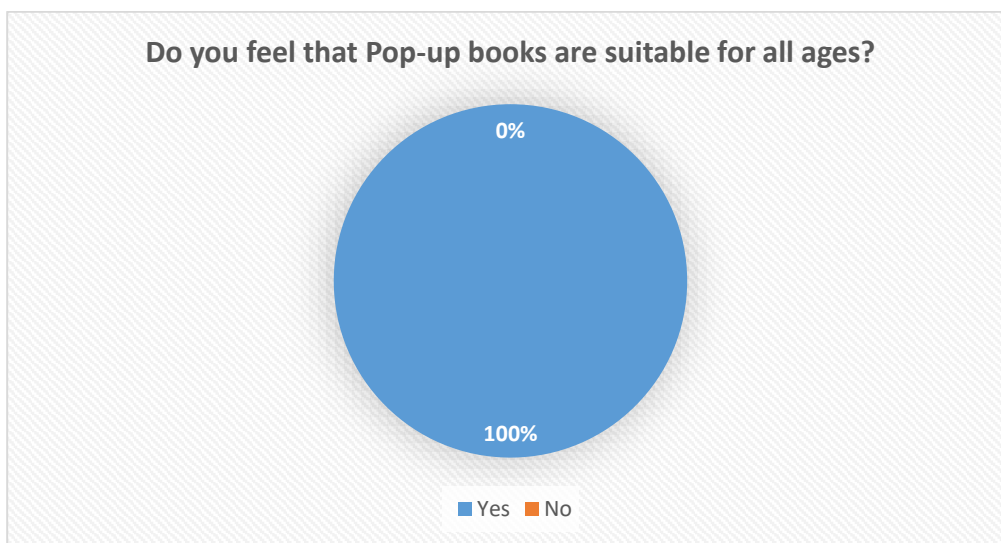


Figure 8 Respondent Diagram Against Reading Pop-up Book

Source: Dermawan Syahputra, 2023

Based on the diagram above, out of 62 visitor respondents, as many as 62 visitors (100%) stated that Pop-Up books are suitable for all ages. These findings illustrate a positive acceptance of the universality of Pop-Up book appeal among diverse age groups.

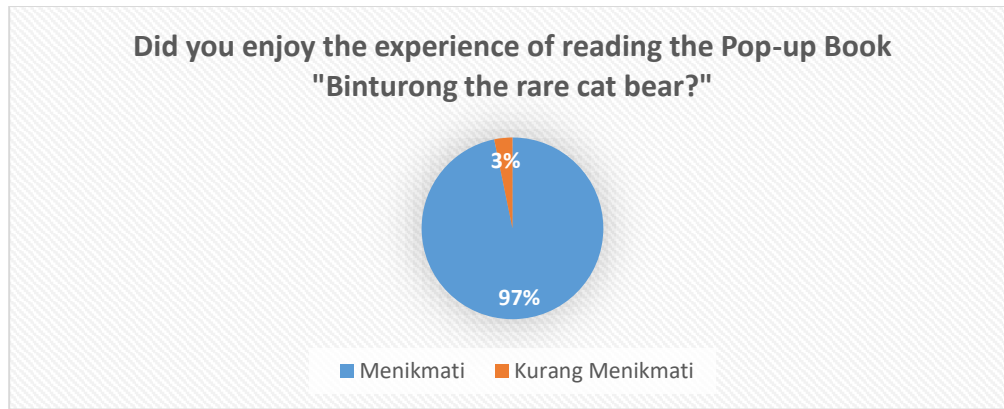


Figure 9 Respondent Diagram Against Reading Pop-up Book

Source: Dermawan Syahputra, 2023

Based on the diagram above, out of 62 visitor respondents, 60 visitors (97%) said they enjoyed reading the Pop-up Book "Binturong, the rare cat bear." As many as two visitors (3%) said they did not enjoy reading the Pop-up Book "Binturong, the rare cat bear."

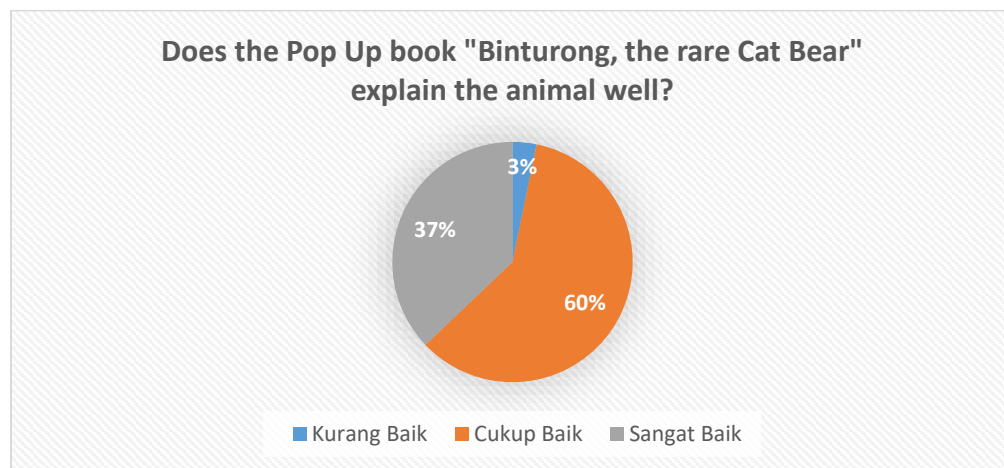


Figure 10 Respondent Diagram Against Reading Pop-up Book

Source: Dermawan Syahputra, 2023

Based on the diagram above, out of a total of 62 visitor respondents, as many as two visitors (3%) Stated the Pop-up book "Binturong, the rare Cat Bear" explained binturong animals poorly, as many as 37 visitors (60%) Stated the Pop-up book "Binturong, the rare Cat Bear" explained about binturong animals quite well, as many as 23 visitors (37%) Stated the Pop-up book "Binturong, The rare Cat Bear" explains the animal very well.

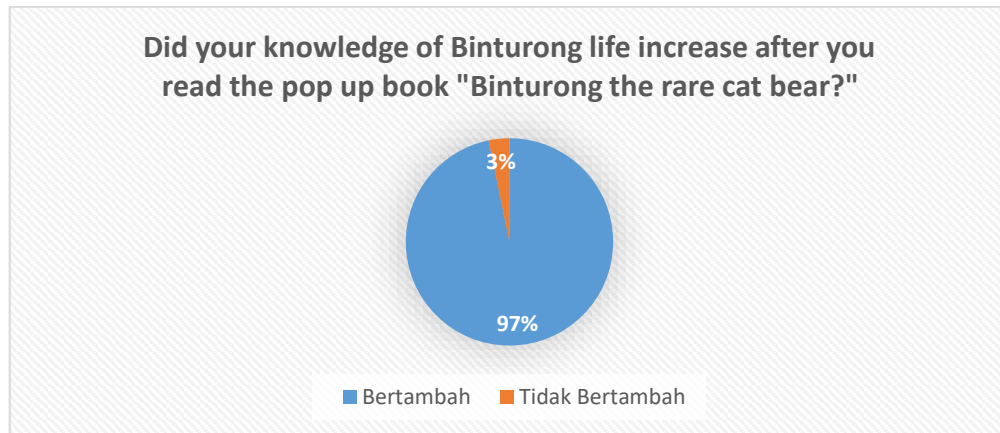


Figure 11 Respondent Diagram Against Reading Pop-up Book

Source : Dermawan Syahputra, 2023

Based on the diagram above, out of a total of 62 visitor respondents, as many as two visitors (3%) stated that their knowledge about Binturong life did not increase after reading the pop-up book "Binturong, the rare cat bear" as many as 60 visitors (97%) stated that their knowledge about Binturong life increased after reading the pop-up book "Binturong, the rare cat bear."

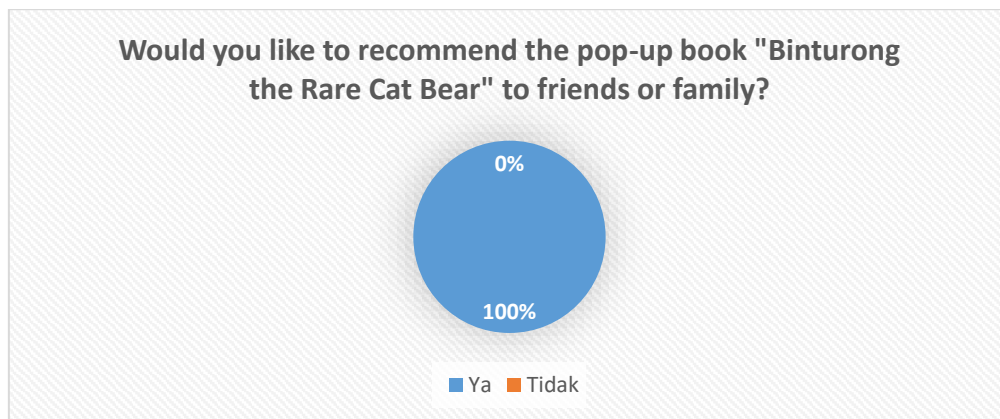


Figure 12 Respondent Diagram Against Reading Pop-up Book

Source: Dermawan Syahputra, 2023

Based on the diagram above, out of 62 visitor respondents, as many as 62 visitors (100%) said they would like to recommend the pop-up book "Binturong Si Bear Rare Cat" to friends or family. This 100% agreement rate reflects not only the high level of satisfaction with the quality of the pop-up book but also the solid positive impression generated by the work. The desire to recommend this book is concrete evidence that the work successfully meets expectations and provides a memorable reading experience for its readers.

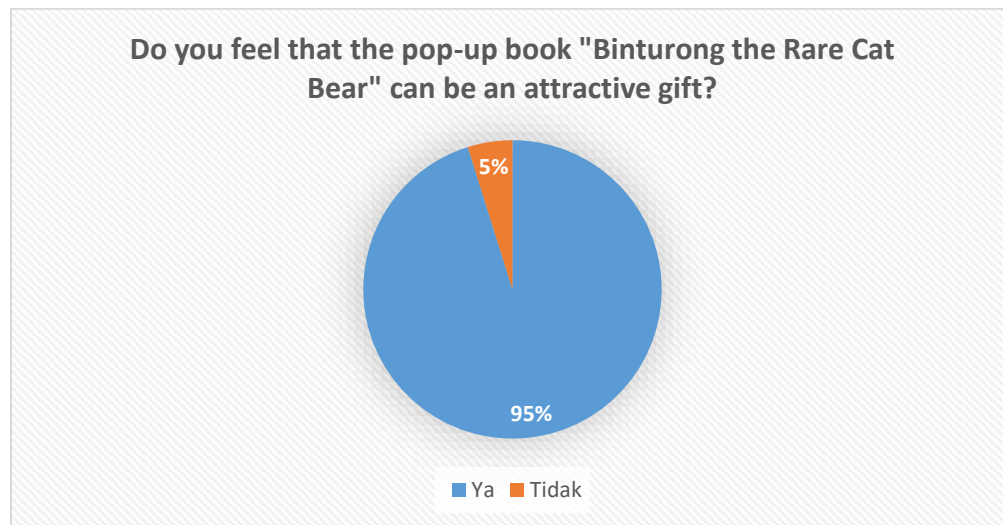


Figure 13 Respondent Diagram Against Reading Pop-up Book

Source: Dermawan Syahputra, 2023

Based on the diagram above, out of a total of 62 visitor respondents, as many as three visitors (5%) stated that the pop-up book "Binturong the Rare Cat Bear" could not be an attractive gift, as many as 59 visitors (95%) stated that the pop-up book "Binturong the Rare Cat Bear" could be an attractive gift. These results reflect the variability of views among respondents, but the majority see these pop-up books as a potential reward option. The positive interpretation of most respondents gives the impression that this pop-up book is considered a unique and entertaining choice to give as a gift, considering the combination of interesting visual elements and educational information offered by the work.

4. Conclusion

Binturong, an exotic animal originating from Asia, especially Indonesia, faces significant protection challenges. Despite legal protection, the lack of knowledge about the species leads to some communities exploiting the habitat and animals. Further efforts are needed to educate the public about the importance of maintaining the sustainability of Binturong and the negative impacts of exploitation. The distribution of special knowledge about Binturong and the use of pop-up books as learning media are essential strategies to increase public awareness, especially among children, about the importance of the conservation of this animal. Collaboration between authorities, NGOs, and local communities is also needed to create more significant synergies in protecting Binturong and its habitat and increasing collective understanding of the importance of conserving this species. This thesis is the starting point in triggering enthusiasm and positive actions to maintain the sustainability of Binturong and biodiversity in Indonesia.

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