

FINAL PROJECT

**INTRODUCTION SINDIR TAYUB TUBAN THROUGH AUGMENTED REALITY
INTERACTIVE STORYBOOK FOR SEMENJANA LEVEL READER**

To Fullfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



By:

Izatus Sholikhah

22052010084

Supervisor I:

Mahimma Romadhona S.T., M.Ds.

Supervisor II:

Pungky Febi Arifianto S.Sn., M.Sn.

VISUAL COMMUNICATION DESIGN STUDY PROGRAM

FACULTY OF ARCHITECTURE AND DESIGN

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR

2025/2026

FINAL PROJECT

**INTRODUCTION SINDIR TAYUB TUBAN THROUGH AUGMENTED REALITY
INTERACTIVE STORYBOOK FOR SEMENJANA LEVEL READER**

To Fullfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



By:

Izatus Sholikhah

22052010084

Supervisor I:

Mahimma Romadhona S.T., M.Ds.

Supervisor II:

Pungky Febi Arifianto S.Sn., M.Sn.

VISUAL COMMUNICATION DESIGN STUDY PROGRAM

FACULTY OF ARCHITECTURE AND DESIGN

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR

2025/2026

APPROVAL PAGE

**INTRODUCTION SINDIR TAYUB TUBAN THROUGH AUGMENTED REALITY
INTERACTIVE STORYBOOK FOR SEMENJANA LEVEL READER**

Compiled by:

IZATUS SHOLIKAH

22052010084

Has been defended in front of the Examiner Team

On: April 22, 2026

Supervisor 1



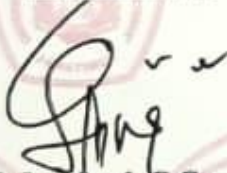
Mahimma Romadhona, S.T., M.Ds.
NIP. 19880428 201803 2001

Supervisor 2



Pungky Febi Arifianto, S.Sn., M.Sn.
NIP. 19900202 202203 1008

Examiner 1



Sri Wulandari, S.Sn., M.A.
NIP: 199304192025062006

Examiner 2



Dr. Aris Sutejo, S.Sn., M.Sn.
NIP. 19851106 201903 1002

**This final project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1)**

Dean of the faculty of Architecture and Design



Ibnu Sholichin, S.T., M.T

NIPPRK.19710916 202121 1004

AGREEMENT PAGE

INTRODUCTION SINDIR TAYUB TUBAN THROUGH AUGMENTED REALITY
INTERACTIVE STORYBOOK FOR SEMENJANA LEVEL READER

Compiled by:

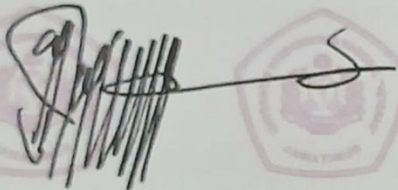
IZATUS SHOLIKAH

22052010084

Has been defended in front of the Examiner Team

On: April 22, 2026

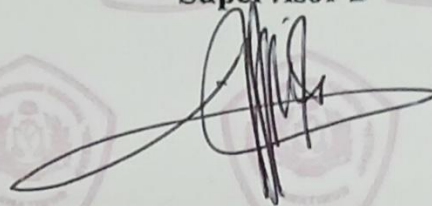
Supervisor 1



Mahimma Romadhona, S.T., M.Ds.

NIP. 19880428 201803 2001

Supervisor 2

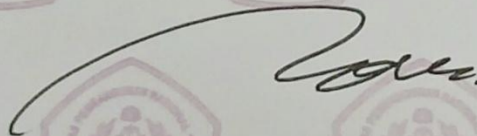


Pungky Febi Arifianto, S.Sn., M.Sn.

NIP. 19900202 202203 1008

This final project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1)

Head of Visual Communication Design Study Program



Masnuna, S.T., M.Sn.

NIPPPK. 19840512 202121 2004

STATEMENT OF FREE PLAGIARISM

I, the undersigned

Name : Izatus Sholikah

NPM : 22052010084

Program : Bachelor (S1)

Study Program : Visual Communication Design

Faculty : Architecture and Design

I declare that in this scientific document of Final Project/Thesis there is no part of another scientific work that has been submitted to obtain academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept santions in accordance with applicable laws and regulations.

Thus I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, 20 May 2026

Who made the Statement



Izatus Sholikah

NPM. 22052010084

ABSTRACT

One of the negative effects of globalization is the erosion of knowledge among the younger generation about local arts. One of the arts originating from Tuban Regency, Sindir Tayub, has also been impacted by globalization. The lack of engaging media and the negative stigma surrounding Sindir Tayub have resulted in this art form being enjoyed only by older people. Therefore, educational media is needed to introduce Sindir Tayub Tuban through visuals and technology.

The design employed a mixed method approach, including observation, interviews, literature review, and questionnaires. An interactive children's storybook using Augmented Reality (AR) was chosen as the primary medium to revamp the learning method and deliver information about Sindir Tayub Tuban, making it more engaging and accessible to children aged 10-12.

The questionnaires revealed that the majority of students were unfamiliar with Sindir Tayub Tuban and were unfamiliar with Augmented Reality (AR) technology. This book will cover the art of Sindir Tayub Tuban from beginning to end, presented in an illustrated storybook and equipped with Augmented Reality (AR) features so readers can interact with the book while reading.

It is hoped that this interactive children's book about the art of Sindir Tuban will become a local content learning medium to introduce local culture to elementary school students.

Keywords: Children's book, interactive, Tayub Tuban

FOREWORD

Praise be to Allah SWT for the abundance of graces, pleasures, blessings, gifts and guidance that have been given so that the writer is given the ability to smoothly complete the planning report with the title "Introduction to Tayub Tuban Sindir Through Augmented Reality Interactive Storybook for Semenjana Level Readers" as one of the requirements to obtain an academic degree (bachelor's) well. Many parties have contributed and provided assistance and support during the process of completing the author's Final Project. On this occasion, the author sincerely thanks to:

1. To Allah SWT and the Prophet Muhammad SAW.
2. To the author's parents, brother and the whole family who always provide support and prayers.
3. To Mrs. Mahimma Romadhona, S.T., M.Ds. as the first supervisor who has guided and always provided input during the design process from the beginning of the proposal seminar to the finish.
4. To Mr. Pungky Febi Arifianto S.Sn, M.Sn. as the second supervisor who has guided the author in designing the final project until it is completed.
5. To all the speakers who have spent a lot of time to help in this planning.
6. All lecturers at the UPN "Veteran" East Java Visual Communication Design Study Program who have educated and helped the author complete the lecture period.
7. For Rachel Putri Kartikasari who always listens to the writer's complaints while working on the final project.
8. For "Kos elit" friends who have provided meaningful enthusiasm and togetherness during the lecture period until the preparation of this thesis.

The author realizes that this final project report still has many shortcomings, with this the author hopes for criticism and suggestions for the improvement of the Final Project report. It is hoped that this design can contribute to the development of science, social and culture, especially in the field of Visual Communication Design and children's education

Surabaya, 02 April 2026

Izatus Sholikah

TABLE OF CONTENTS

APPROVAL PAGE	ii
AGREEMENT PAGE	iii
STATEMENT OF FREE PLAGIARISM	iv
ABSTRACT	v
FOREWORD	vi
TABLE OF CONTENTS	vii
LIST OF FIGURE	xii
LIST OF TABLES	xii
LIST OF APPENDIX	xvii
CHAPTER I INTRODUCTION	1
1.1 Background of the Problem	1
1.2 Problem Identification	4
1.3 Problem Formulation	4
1.4 Problem Limitations.....	5
1.5 Purpose of Design	5
1.6 Benefits of Planning.....	5
1.6.1 Benefits for Planners	5
1.6.2 Benefits for Students	5
1.6.3 Benefits for Schools	6
1.7 Planning Framework.....	6
CHAPTER II LITERATURE REVIEW AND EXISTING STUDIES	7
2.1 Operational Definition	7
2.1.1 Storybook	7
2.1.2 Interactive Books.....	7

2.1.3 Augmented Reality.....	7
2.1.4 Sindir Tayub Tuban.....	8
2.1.5 Semenjana Level Reader.....	8
2.2 Foundations of Storybook Theory	8
2.2.1 Storybook Definition.....	8
2.2.2 Storybook Elements	8
2.2.3 Benefits of Storybooks	9
2.2.4 Book Tiering	9
2.3 Foundations of <i>Augmented Reality Theory</i>	12
2.3.1 Definisi <i>Augmented Reality</i>	12
2.3.2 Working Principle of <i>Augmented Reality</i>	12
2.3.3 Application of Augmented Reality in Education	13
2.3.4 Types of <i>Augmented Reality</i> in Education	13
2.4 The Foundations of the Art Theory of Sindir Tayub	13
2.4.1 Definition of Sindir Tayub	13
2.4.2 Origin and Development of Tayub.....	14
2.4.3 The Function of Sindir Tayub	14
2.4.5 Cast in Sindir Tayub.....	15
2.4.5.1 Waranggono	15
2.4.5.2 Niyaga/Pengrawit	15
2.4.5.3 Pramugari	16
2.4.5 Pengibing.....	17
2.5 The Theoretical Foundations of Semenjana Level Readers	17
2.5.1 Semenjana Level Reader.....	17
2.5.2 Characteristics of Semenjana Level Readers	17
2.5.3 Characteristics of Semenjana Level Storybooks	18
2.6 Foundations of Visual Communication Design Theory	18

2.6.1 Illustration	18
2.6.1.1 Types of Illustrations.....	18
2.6.1.2 Fungsi Ilustrasi	20
2.6.1.3 The Process of Drawing Illustrations	21
2.6.2 Layout.....	21
2.6.3 Warna	22
2.6.3.1 Color Function.....	22
2.6.3.2 Color Tone Game	22
2.6.4 Typographers.....	23
2.6.4.1 Serif	23
2.6.4.2 Sans Serif.....	24
2.6.4.3 Script	24
2.6.4.4. Display	25
2.7 Foundations of Children’s Book Anatomy Theory	25
2.8 Theoretical Framework.....	26
2.9 Stakeholder	28
2.10 Existing Studies	28
2.11 Comparative Studies	32
CHAPTER III DESIGN METHODOLOGY.....	36
3.1 Design Method.....	36
3.2 Planning Objects	37
3.3 Data Collection Techniques.....	37
3.3.1 Primary Data.....	37
3.3.1.1 Interview.....	37
3.3.1.2 Kuesioner.....	43
3.1.1.3 Observations	43
3.1.2 Data Seconds	44

3.1.3	Target Audiens	45
3.4	Data Analysis Techniques.....	46
3.1.1	Interview Data Analysis	46
3.1.2	Questionnaire Data Analysis	51
3.1.3	Observation Data Analysis	52
3.1.4	TOWS Matrix Analysis	52
3.1.5	5W + 1H Analysis	54
3.1.6	Consumer Insight Analysis.....	56
3.1.7	Consumer Journey Analysis	56
3.1.8	Point Of Contact	58
3.5	Sintesa Data	59
CHAPTER IV CONCEPT AND IMPLEMENTATION.....		60
4.1	Concept Formulation	60
4.1.1	Keyword Generalization	60
4.1.2	Keyowrd Definition	61
4.1.3	Verbal Concepts.....	62
4.1.4	Visual Concept.....	81
4.1.5	Media Concept.....	88
4.1.6	Creative Concepts	90
4.2	Process Design	93
4.2.1	Rough Desain	93
4.2.2	Comprehensive Design.....	96
4.2.3	Design Validation	99
4.2.4	Final Design.....	101
4.3	Implementation Design.....	103
4.3.1	Main Media.....	103
4.3.2	Supporting Media	107

4.4	Production Cost.....	111
CHAPTER V CONCLUSION		113
BIBLIOGRAPHY.....		114
APPENDIX.....		120

LIST OF FIGURE

Figure 1.1 Tayub Insinuation	2
Figure 1.2 Planning Framework	6
Figure 2.1 Leveling of C Level Books	11
Figure 2.2 AR Working Principle Chart.....	12
Figure 2.3 Waranggono	15
Figure 2.4 Niyaga	16
Figure 2.5 Pramugari	17
Figure 2.6 Pengibing.....	18
Figure 2.7 Example of caricature drawing	19
Figure 2.8 Illustration example of a children's book	19
Figure 2.9 Example of an advertisement illustration	20
Figure 2.10 Example editorial illustration.....	20
Figure 2.11 Example of color affecting atmosphere	23
Figure 2.12 Serif Font.....	24
Figure 2.13 Font Sans Serif	24
Figure 2.14 Font Script.....	25
Figure 2.15 Decorative Fonts	25
Figure 2.16 Anatomical Structure of Children's Book	26
Figure 2.17 Theoretical Framework Chart	28
Figure 2.18 SDN Bangilan 1	28
Figure 2.19 Sindir Book	29
Figure 2.20 Augmented Reality Books	33

Figure 3.1 ADDIE Method Chart	37
Figure 3.2 Teacher Grade 6	39
Figure 3.3 Student Resource Persons	39
Figure 3.4 Parent	41
Figure 3.5 Illustrator	42
Figure 3.6 Documentation of Cultural Interviews	43
Figure 3.7 Distribution of Questionnaire	44
Figure 3.8 Atmosphere during the satire	44
Figure 3.9 Target audience sample	58
Figure 4.1 Keyword Concept Formulation Flow	61
Figure 4.2 Book Leveling Guide	63
Figure 4.3 Illustration style	82
Figure 4.4 Style Detail Illustration	83
Figure 4.5 Color Concept Reference	83
Figure 4.6 Color Concept Reference	83
Figure 4.7 Aira Scout Moodboard	84
Figure 4.8 Moodboard Sinden Aira	84
Figure 4.9 Scout Moodboard	85
Figure 4.10 Moodboard Pramugari	85
Figure 4.11 Moodboard Ki Surya	86
Figure 4.12 Moodboard Campsites	86
Figure 4.13 Moodboard of the Living Room	86
Figure 4.14 Font Comfortaa	87
Figure 4.15 Spread full bleed	88

Figure 4.16 Single	88
Figure 4.17 Spot	89
Figure 4.18 Rough Design Aira Scouts	95
Figure 4.19 Rough Design Waranggono	95
Figure 4.20 Rough Design Raga Scout	95
Figure 4.21 Rough Design Raga Pramugari	95
Figure 4.22 Rough Design Ki Surya	96
Figure 4.23 Rough Design Tittle	96
Figure 4.24 Rough Cover Design	97
Figure 4.25 Comprehensive Character Design of Aira Pramuka	97
Figure 4.26 Comprehensive Character Design of Aira Waranggono	98
Figure 4.27 Comprehensive Character Design of Scout Raga	98
Figure 4.28 Comprehensive Character Design Pramugari	98
Figure 4.29 Comprehensive Ki Surya Character Design	99
Figure 4.30 Comprehensive Title Design	99
Figure 4.31 Comprehensive Cover Design	100
Figure 4.32 Character questionnaire results	100
Figure 4.33 Selected character designs	101
Figure 4.34 Selected title designs	101
Figure 4.35 Title Questionnaire Results	101
Figure 4.36 Aira Final Design	102
Figure 4.37 Final Design Raga	102
Figure 4.38 Final Design of Ki Surya	103
Figure 4.39 Final design of the title	103

Figure 4.40 Final cover design	104
Figure 4.41 Final cover design	104
Figure 4.42 Sketch of the Contents Page.....	105
Figure 4.43 Fill Page Design	105
Figure 4.44 Animation process.....	106
Figure 4.45 Triggering.....	106
Figure 4.46 AR Trials.....	107
Figure 4.47 Print.....	108
Figure 4.48 Stationery	108
Figure 4.49 Shirts	109
Figure 4.50 Bag	109
Figure 4.51 Lunchbox.....	110
Figure 4.52 Tumblr.....	110
Figure 4.53 Notebooks	111
Figure 4.54 Stickers.....	111
Figure 4.55 Keychain	112

LIST OF TABLES

Table 2.1 Analysis of Existing Studies.....	29
Table 2.2 Comparative Study Analysis	33
Table 3.1 SWOT Analysis.....	53
Table 3.2 Student activities for a day	58
Table 4.1 Storyline	66
Table 4.2 Page Pagination	69
Table 4.3 Page AR.....	90
Table 4.4 Production Cost Table	90

LIST OF APPENDIX

Appendix 1. Questionnaire Results	121
Appendix 2. Illustrator Interview	123
Appendix 3. Cultural Interview	126
Appendix 4. Teacher Interview	130
Appendix 5. Parent Interview	130
Appendix 6. Student Interview	132
Appendix 7. Sindir Tayub Observation	133
Appendix 8. Consumer Journey M. Zidan Rizki Ramadhan.....	134
Appendix 9. Character design questionnaire result	134
Appendix 10. Illustrator validation results	137
Appendix 11. Seminar Attendance Form	139
Appendix 12. Sempro Revision Form	142
Appendix 13. Final project attendance form	143
Appendix 14. K1 Revision Assistance Sheet	144