

**DESIGNING AN ILLUSTRATION BOOK ABOUT
FEMININITY TO EMPOWER WOMEN**



FINAL PROJECT REPORT

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VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ARTS AND DESIGN
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025

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Bachelor's Degree in Visual Communication Design

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TANGERANG
2025**

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EMPOWER WOMEN**

By

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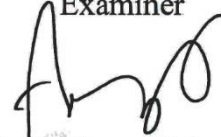
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FOREWORD

With the Grace of God, the author has successfully completed her final project with the title “Designing an Illustration Book about Femininity to Empower Women”. The objective of this final project is to design and create an illustrated book which is able to define the concept of femininity in a positive matter to empower women, as well as a requirement to obtain a bachelor’s degree in design. The author hopes that through this final project report, she is able to disseminate the concept of femininity as a way for women to express themselves and empower each other. The author also wishes that this final project report may become a reference of the writing and design process for other students at Universitas Multimedia Nusantara and/or other academic institutes’ final project/thesis.

The preparation and writing of this final project report cannot be separated from the intervention of several parties who have helped the author greatly throughout the entire process of this final project. The author would like to express her deepest gratitude to:

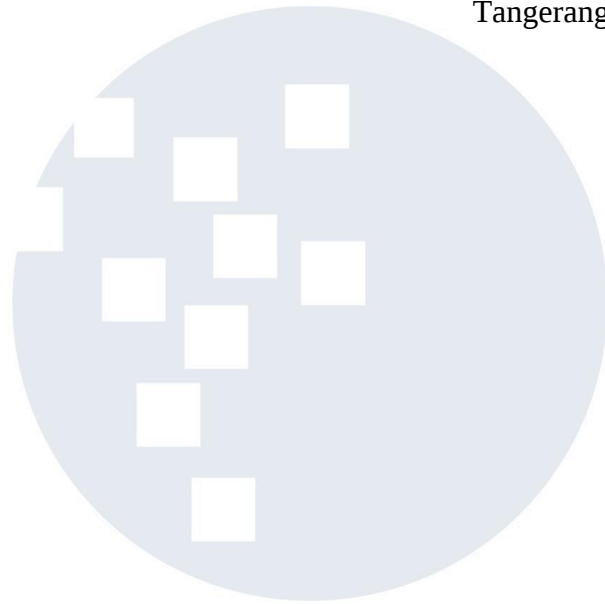
1. Dr. Andrey Andoko, as the Chancellor of Universitas Multimedia Nusantara.
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4. Christina Flora, S.Ds., M.M., as the author’s advisor that has provided guidance, direction, and motivation, so that the author was able to complete this final project.
5. My family that has provided material and moral support, so that the author was able to complete this final project.

The author realizes that this final project report is far from perfect. Therefore, the author accepts any and every form of input and criticisms to further improve the author's skills. The author hopes that this final project report can be helpful to the community, the author, the subject being researched, and the reader.

Tangerang, January 7th 2025



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DESIGNING AN ILLUSTRATION BOOK ABOUT FEMININITY TO EMPOWER WOMEN

(Cheryl Chandra)

ABSTRACT

With many emerging social media trends stemming from women's daily lives and womanhood, the concept of femininity has risen to prominence as a movement to empower women and self-expression. However, many Millennials and Gen Z have criticized the hyperfeminine phenomenon as it does not align with the message of feminism. The aim of this final project is to create an illustrated book which defines the concept of femininity as a movement for women empowerment to reclaim femininity as a choice and self-expression. To aid in the design process, the author uses qualitative and quantitative research methods to collect and identify data through interview, questionnaire, existing study, and reference study. The author uses theories from Haslam (2006) regarding book design and Landa (2010) regarding graphic design for the design methodology, consisting of documentation, analysis, expression, concept, design brief, design development and implementation. By utilizing the collected data and references from these design stages, the author is able to design a fully illustrated book that explains the concept of femininity as a form of self-expression to empower its target audience.

Key words: femininity, women empowerment, illustration, book design



PERANCANGAN BUKU ILUSTRASI MENGENAI FEMINITAS UNTUK MEMBERDAYAKAN PEREMPUAN

(Cheryl Chandra)

ABSTRAK (Bahasa Indonesia)

Dengan banyaknya tren media sosial bermunculan yang berasal dari kehidupan sehari-hari seorang perempuan, hiper feminitas dengan popularitasnya yang terus berkembang menjadi sebuah gerakan untuk pemberdayaan perempuan dan wadah untuk ekspresi diri. Namun, banyak generasi Milenial dan Gen Z yang mengkritik fenomena hiperfeminitas karena dianggap tidak sejalan dengan pesan-pesan feminisme. Tujuan dari tugas akhir ini adalah untuk merancang sebuah buku ilustrasi yang mampu mendefinisikan konsep feminitas sebagai sebuah bentuk pemberdayaan perempuan untuk merangkulkannya sebagai sebuah pilihan dan bentuk ekspresi diri. Untuk membantu dalam proses perancangan, penulis menggunakan metode penelitian kuantitatif dan kualitatif untuk mengumpulkan dan mengidentifikasi data, terdiri dari wawancara, kuesioner, studi eksisting, dan studi referensi. Penulis menggunakan teori perancangan milik Haslam (2006) mengenai desain buku dan Landa (2010) mengenai desain grafis yang terdiri dari beberapa tahapan, yaitu dokumentasi, analisis, ekspresi, konsep, brief desain, perancangan desain, dan implementasi. Dengan memanfaatkan data dan referensi yang sudah dikumpulkan pada tahap-tahap perancangan tersebut, penulis mampu merancang sebuah buku ilustrasi yang menjelaskan konsep feminitas sebagai wadah ekspresi diri untuk memberdaya target audiensnya.

Kata kunci: *feminitas, pemberdayaan perempuan, ilustrasi, desain buku*

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