

CHAPTER III

DESIGN METHODOLOGY

3.1 Design Subject

The design subject of this interactive website project on Balinese myths and legends is as follows:

3.1.1 Demographics

a. Gender: Male and Female

b. Age: 20 – 25

According to an IDN Research Institute book titled “Indonesia Gen Z Report 2024”, in the year 2024 70.72% of Indonesia’s population is comprised of those in the productive age group of 15 to 65 (IDN Research Institute, 2024). Generation Z who are categorized as those who were born from the years 1997 to 2012 or from the ages of 13 to 28 at the time of writing, makes up 27.94% of the population which is equivalent to 74.93 million people (IDN Research Institute, 2024). This makes Generation Z them the most influential age group than millennials who hold the second largest share at 25.87% or 69.38 million people (IDN Research Institute, 2024). Because of the large age range, the author has reduced it to the older end of the spectrum with a total age gap of 5 years.

c. SES: B – A

According to Nurhaliza, people born to a family of a middle to high economic are the ones who are more likely to have grown up in an environment that pushes and motivates them to pursue studies such as culture beyond life needs (Nurhaliza et al., 2022). Because of this, people of that economic class are prime targets for the purpose of inspiring and pushing for the preservation of culture through the production of contemporary works.

The demographics chosen targets those who are in a prime position to invest their time into the subject of mythological figures and have the drive to both create conversations and create on that subject.

3.1.2 Geographics

Jakarta is the primary target audiences for this project as according to Permana and company in their journal, Jakarta being the most populated province in Indonesia gives it significant sway as it becomes affected by globalization (Permana et al., 2022). As Jakarta is an attractive location both culturally and economically, many migrate from other locales to the capital city. While they bring their own culture with them, ultimately much of the local culture and brought culture is mixed or drowned out by foreign culture thanks to the rapid adoption and usage of modern communication technology (Permana et al., 2022). For the reasons stated above, Jakarta becomes a prime target for any projects that touch up on cultural expression and preservation.

3.1.3 Psychographics

The psychographic target of this interactive website designing project are as follows:

1. Creatively inclined or budding content creators.
2. Enjoys stories, mythology, legends, and folktales.
3. Keen to learn about more cultures such as their own nation's cultures.

The psychographics above selects for an audience that are more likely to care for the importance of cultural preservation and also be inclined to act on it in their own way such as in creating more content on said culture to keep conversations going and put eyes on it.

3.2 Design Methods and Procedure

This designing project will use the design methods of Robin Landa's Graphic Design Solutions from the 6th edition of his book. In Robin Landa's book, he explains that a key part of the design process is design thinking where a designer

must understand what their client needs by empathizing with them (Robin Landa, 2019, Page 65). The design thinking process is divided into five steps of which are empathize, define, ideate, prototype, and test (Page 65). The author chose Landa's design methods in particular as the design process allows the designer to continuously iterate and fine tune the design output as necessary.

3.2.1 Empathize

Empathize as described by Landa is the process of understanding and gathering data on the people that are the design's target audience (Page 65). This step requires the designer to observe, engage, and immerse themselves with the target audience in order to obtain context, information, and insights from the consumer's point of view. In this step, the author will perform data gathering using interviews, questionnaires, a focus group discussion, and do existing and referential studies. Each form of data gathering give insights into why local myths and legends are not as popular or prominent as they could be. Interviews will focus on obtaining data from experts in the relevant fields of study of which are website design and culture which will give highly educated insights. Focus group discussion and questionnaires in contrast are geared for obtaining both qualitative and quantitative data from the target audience in an attempt to visualize their perspective regarding myths and legends and how they are portrayed in modern times. Lastly, existing and referential studies will have the author study existing websites that focus on providing information on Balinese mythology to find their strengths and weaknesses while also finding adjacent media as a reference point for the final project. As such empathize will help the author in effectively attaining meaningful information that is useful for the design process.

3.2.2 Define

Define is where a designer will take insights and data obtained from the empathize step to reassess both the problem and the design solution which will ensure that the design is human centered (Page 67). For this step, the author will examine and analyze the results of the data gathering to get an idea of what is needed in a visual novel. This step is crucial as many factors must be

considered for a visual novel that is supposed to act as something of a compendium of Balinese mythology. An effective design is needed and must be adjusted according to Generation Z's preference as they are the main target audience. Define will help the author in narrowing down the problem statement and guide the ideation stage of the design process.

3.2.3 Ideate

The ideate step will have the designer explore as many design ideas and avenues for the solution according to the data that was obtained in the previous steps (Page 67). The goal is to put out many concepts to paper and compare them with each other to determine which is the most appropriate answer while considering feasibility in construction. The author will execute the ideate step by brainstorming a mind map, perform a SWOT analysis, and create scenario storyboards. This ideation step will help the author create ideas for both website and character design while also producing ideas for website features and external flows needed to push users from other media towards the website. Use of the steps in Ideate allows the author to create comprehensive ideas from the data collected without straying far from the original goal while refining what is needed to achieve that goal.

3.2.4 Prototype

The prototype step focuses on creating a baseline sample of the design or a prototype that has enough functionality to be used and tested (Page 68). This step will consist of the creation of a visual novel prototype using the game engine Unity based on ideas that were developed in the ideation step. Alongside Unity prototype, the author will also create any prototype of other media forms to supplement the main visual novel prototype such as merchandise and other platform-based media if deemed necessary as games like visual novels are not always a standalone media for information. Prototyping is a core part of any design process as it is necessary to create a first design as a way to gain feedback but without having to spend too much time on creating a full-scale design.

3.2.5 Test

Test is the step where the designer must assess the performance of their design with the target audience (Page 68). Despite arriving at the testing step, it isn't always the end of the process as insights gained through testing may put the designer back to any of the previous steps. Through testing, a designer may reiterate their design until it can achieve the goals set by the designer. This step will be performed through alpha testing at the campus's Prototype Day and extra individual testing if needed. The feedback from the testers will be recorded through a google forms questionnaire. Testing is necessary to see how effective the visual novel is in practice and if the character design and game's features are in fact appropriate for the target audience. Testing is near mandatory on any design process as this is the only way for a designer to get crucial feedback and may be done as much as needed if time and resources allow.

3.3 Design Technique and Procedure

The form of design techniques used are mixed methods of qualitative and quantitative methods. The qualitative methods used consist of interviews and a focus group discussion. Meanwhile, the only quantitative method used is a questionnaire. Both qualitative and quantitative methods were used as it provides both in depth and numerical data needed for the design process of a website and allows for the most flexible approach by taking in insights from various angles.

3.3.1 Interview

An interview as described by Sugiono in their 2013 book titled "Metode Penelitian Kuantitatif Kualitatif dan R&D" is a data gathering method used when a researcher wants to find in-depth detailed data from a small number of sources (Sugiono, 2013, Page 137). Sugiono separates interviews based on the execution and if the interview was done face to face or through a medium such as telephones. The two foremost types of interviews are structured and unstructured interviews. The former follows a rigid format and the interviewee is given set answers to choose from. The latter focuses on opening up discussions using each question in order to probe for additional

information. For the interviews with each respective experts of the relevant fields, the author chooses to perform an unstructured interview using five questions regarding the topic of the project. As such, interviews are invaluable when it comes to gathering in depth data and particularly from those who are experts in the field of study or topics that a designer needs since an personalized set of questions helps to dig out as much data while having the flexibility of opening up new channels to investigate that were previously missed or unthought of.

1. Art Culture Expert Interview

The other interview that the author will conduct is with a culture expert given the focus topic of the design is on Balinese mythological figures, as such a culture expert that is well versed in Indonesian mythology and artistic depictions of said stories is needed. Moreover, the qualifications that the author has deduced for this interview not only requires an interviewee that is well versed in Indonesian mythology as a whole but also understands and is in touch with how said mythology is portrayed through art both traditional and contemporary. For this interview, the author will interview Dr. Mikke Susanto, M.A as the art and culture expert from the Indonesian Institute of the Arts (Institut Seni Indonesia), an art college based in Yogyakarta. Dr. Susanto is both a head lector of the aforementioned college and a renowned art writer and author of many public works that discuss various facets of Indonesian art. Among his recent works is as an author for the Meet The Myth exhibition at the Sonobudoyo Museum located in Yogyakarta and the Basoeki Adbullah immersive exhibition at the Rich Gallery of Indonesia (Galeri Indonesia Kaya). The former focuses on the many human and non-human depictions of mythical figures within Indonesia's rich culture, while the latter showcases ways to add interactivity to creative works. As such, the author deemed Dr Susanto the right candidate to obtain insights on how to best introduce and gain the younger generation's interest in mythical figures and also why local

mythology such as Balinese mythology aren't as popular as they could be. The following are the questions that will be used in the interview with the culture expert:

1. Menurut Anda, subset seni budaya Indonesia apa saja yang dapat disebut populer atau terkenal di kalangan muda?
2. Berdasarkan pengalaman Anda, seberapa baik kalangan muda mengenal dengan baik figur-figur mitos dan legenda Indonesia?
3. Menurut Anda, apakah penggambaran mitos dan legenda Indonesia sering muncul pada zaman modern ini di luar batasan lukisan dan media tradisional? Apa ada contoh yang menarik?
4. Menurut Anda, bagaimana penggambaran figur-figur mitologi dan legenda dapat berperan dalam masyarakat modern?
5. Jika Anda ingin memaparkan topik tentang figur-figur mitos dan legenda Indonesia kepada kalangan muda, apa saja hal yang Anda akan mempertimbangkan? (Visual Style? Hook? Topik?)

3.3.2 Focus Group Discussion

A focus group discussion is described as a qualitative method of data collection that takes advantage of their interactive nature to stimulate discussions among participants from their experiences (de Souza et al., 2024). For this focus group discussion, the author will gather an audience of five within the age range of Generation Z to obtain insights regarding the depiction and representation of local mythological figures based on their day-to-day experiences. This will allow the author to gain insights from the perspective of the target audience in a more in-depth manner. As such, a focus group discussion will be crucial in gathering data from a sample group of the target audience while also observing how a collective thinks and what avenues of discussion said audience might open regarding the research topic.

The following are the questions that will be used in the focus group discussion with 5 participants aged 20 to 25:

1. Mitos apa yang memperkenalkan Anda ke mitologi? Apa yang paling mengesankan dari cerita atau media tersebut?
2. Apakah Anda cenderung lebih suka mitos lokal atau mitos asing? Mengapa begitu?
3. Mitos lokal apa saja yang Anda mengenal dengan baik? Dari mana mendapat informasi mengenai cerita tersebut?
4. Media apa yang biasanya kalo mau cari informasi mengenai mitos dan legenda? Mengapa media-media tersebut?
5. Dari pengalaman Anda, apakah mitos lokal sudah cukup terwakili dalam media dan konten zaman ini?
6. Apakah Anda mengenal figur-figur mitos Bali seperti Besukih, Barong, dan Rangda? Apa yang Anda mengetahui tentang figur-figur tersebut?
7. Apa yang menarik figur-figur tersebut sehingga dapat membawa keinginan untuk dipelajari? Ceritanya, Karakternya, atau mungkin Visualisasinya?
8. Apakah hal atau aspek yang Anda hargai jika figur-figur akan dipresentasikan ke generasi muda (yakni Gen Z)? Apakah itu Otentisitas, Gaya Visual, atau hal lain?
9. Faktor-faktor apa saja yang dapat menyusahkan seorang kreator untuk merepresentasikan mitos lokal?
10. Apa yang dapat membantu para kreator lokal untuk memproduksi karya dan media tentang mitos lokal?

3.3.3 Questionnaire

A questionnaire according to Sugiono in his 2013 book is a quantitative data collection method that focuses on giving participants a set of questions to answer, typically with set answers to choose from (Page 142). The purpose of a questionnaire is to gain a vast set of data from a large sample group such as from certain locals or from certain age groups and other variables. The author will spread a questionnaire through social media platforms targeted at 20- to 25-year-olds of which is the age range for Generation Z with a set of questions regarding myths and legends. As such the questionnaire will help in gaining a broader picture regarding the topic of the research from a larger sample pool of the target audience.

The following are the questions used in the respondent general data collection segment of the questionnaire:

Table 3.1 Questionnaire Part 1

No.	Question	Answer Type	Answer
1	Umur	Single Answer	<ul style="list-style-type: none">• 20• 21• 22• 23• 24• 25
2	Jenis Kelamin	Single Answer	<ul style="list-style-type: none">• Male• Female
3	Domisili	Single Answer	<ul style="list-style-type: none">• Jakarta• Detabek/Kota Sekitar

The following are the questions used in the first part of the Balinese mythology section of the questionnaire:

Table 3.2 Questionnaire Part 2

No.	Question	Answer Type	Answer
4	Apakah Anda suka cerita dan figur mitos (seperti Zeus, Odin, Sun Wukong, dst)	Single Answer	<ul style="list-style-type: none"> • Ya • Tidak
5	Seberapa sering Anda menemukan figur-figur mitos Indonesia di kehidupan sehari-hari?	Single Answer	<ul style="list-style-type: none"> • Sering (Setiap Hari) • Berkala (Kurang Lebih Beberapa Kali Seminggu) • Jarang (Kurang Lebih Sekali Seminggu) • Sangat Jarang (Seperti Sekali Sebulan) • Tidak Pernah
6	Antara figur-figur mitos Bali di bawah ini, yang mana saja Anda mengetahui lebih dari nama dan wujud?	Multiple Answers	<ul style="list-style-type: none"> • Antaboga • Barong • Besukih • Bedawang Nala • Bhoma • Garuda • Leyak • Rangda
7	Apakah Anda pernah mengonsumsi media yang memiliki fokus pada figur mitos Bali?	Single Answer	<ul style="list-style-type: none"> • Ya • Tidak • Tidak Ingat

The following are the questions used in the second part of the Balinese mythology section of the questionnaire:

Table 3.3 Questionnaire Part 3

No.	Question	Answer Type	Answer
8	Dari mana saja Anda pernah menemukan figur mitos Bali seperti Barong dan Rangda? [Pilihan Maks 3]	Multiple Answers	<ul style="list-style-type: none"> • Film/Seri TV • Buku • Advertisements • Video Games • Media Sosial • Websites • Word of Mouth • Tidak sering menemukan figur mitos Bali
9	Dari media tersebut, apakah ada yang dapat mendorong Anda untuk mencari tahu cerita dan informasi detail mengenai figur mitos Bali?	Single Answer	<ul style="list-style-type: none"> • Ya • Tidak
10	Jika tidak, apa hal yang mencegah Anda untuk memuaskan rasa ingin tahu tersebut?	Single Answer	<ul style="list-style-type: none"> • Medianya yang ada terlihat jadul jadi tidak menarik • Medianya yang ada kurang jelas/tidak enak untuk dikonsumsi • Medianya tidak menimbulkan rasa ingin tahu • Konten media secara umum tidak menarik • Tidak ada masalah
11	Jika Iya, apakah ada kendala yang dialami saat mencari informasi lanjut?	Single Answer	<ul style="list-style-type: none"> • Media informasinya yang ada terlihat jadul jadi tidak menarik • Media informasinya yang ada kurang jelas/tidak enak untuk dikonsumsi • Informasinya susah ditemukan • Media informasinya tidak dapat dipercayai atau memiliki informasi yang salah • Tidak ada kendala

The following are the questions used in the visual novel and interactive storytelling section of the questionnaire:

Table 3.4 Questionnaire Part 4

No.	Question	Answer Type	Answer
12	Apakah Anda pernah main Visual Novel?	Single Answer	<ul style="list-style-type: none"> • Ya • Tidak
13	Apakah Anda lebih tertarik pada media dengan "Interactive Storytelling" daripada media yang statis?	Single Answer	<ul style="list-style-type: none"> • Ya • Tidak
14	Menurut Anda, dapatkah "Interactive Storytelling" seperti dalam Video Game membantu proses pembelajaran topik tidak lazim?	Single Answer	<ul style="list-style-type: none"> • Ya • Tidak
15	Menurut Anda, dapatkah interpretasi baru terhadap topik yang tidak lazim dalam sebuah Video Game membangunkan minat untuk mempelajari topik tersebut?	Single Answer	<ul style="list-style-type: none"> • Ya • Tidak
16	Apakah Anda tertarik pada sebuah Visual Novel dengan Figur Mitos Bali?	Single Answer	<ul style="list-style-type: none"> • Ya • Tidak
17	Apa saja hal yang dapat menjadi keunikan dan daya tarik Visual Novel dibandingkan media lain? [Pilih Maks 3]	Multiple Answers	<ul style="list-style-type: none"> • Gaya Ilustrasi • Karakter • Cerita • Latar Belakang • Interaksi
18	Untuk sebuah Visual Novel, gaya ilustrasi mana yang cocok?	Single Answer	<ul style="list-style-type: none"> • Anime/Manga/Manhwa • Semi-Realism/Stylised • Cartoon/Simplified

3.3.4 Existing Study

In order to understand how to effectively design a media on Balinese mythological figures the author will perform an existing study on modern interpretations of Balinese mythology. The author has previously found a webtoon comic that focuses on Balinese mythology titled “Mantradeva”. This webtoon is a modern take on the mythology by including more modern concepts taken from pop-culture fantasy and features a modern art style

common in other fantasy genre media. As this webtoon is a blend of traditional stories and modern elements, the author considers this as a good point of study for an existing related media. The author will conduct a study using the Strengths, Weaknesses, Opportunities, and Threats table on it. This study is critical in order to understand how to make an effective modern interpretation of a traditional story and will allow the author to devise ideas and solutions in accordance to the target audience.

3.3.5 Referential Study

The author will also perform a referential study on Visual Novels as to gain a better understanding in how to effectively build and design a visual novel in terms of UI and gameplay. This will help inspire the author in designing the visual novel both in visual language, layout, typography, and grid. The visual novels that will be studied are Love and Deepspace and A Date with Death. The former is chosen for a potential portrait layout and mobile phone visual novel reference, while the latter is chosen as a laptop and landscape layout style visual novel reference. Both will serve as to provide key reference points in their own way as the author deems appropriate based on other research data collected.

