

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Book**

The book as defined by the United Nations Education, Scientific and Cultural Organization otherwise known as UNESCO, is a “non-periodical printed publication of at least 49 pages excluding covers.” According to that definition, there are five key parts that distinguish a book from other forms of media. Those key parts are as follows; a book is printed with one or more machines rather than created by hand, is a publication with multiple copies in circulation, comprises at least 49 pages, has covers, and is not periodical in the sense of being updated under one title on a regular basis such as newspapers and magazines (Turow, 2009, p. 264).

##### **2.1.1 Book Anatomy**

In the book “Book Design” by Andrew Haslam (2006), the book can be divided into three basic components; the book block, the pages, and the grid.

##### **1. Block**

The book block can be divided into 20 components; which are the spine section that covers the book’s bound edge, head band, hinge, head square, front pastedown, cover, foredge square, front board, tail square, endpaper, head, leaves, back pastedown, back cover, foredge, turn-in, tail, fly leaf, and foot.

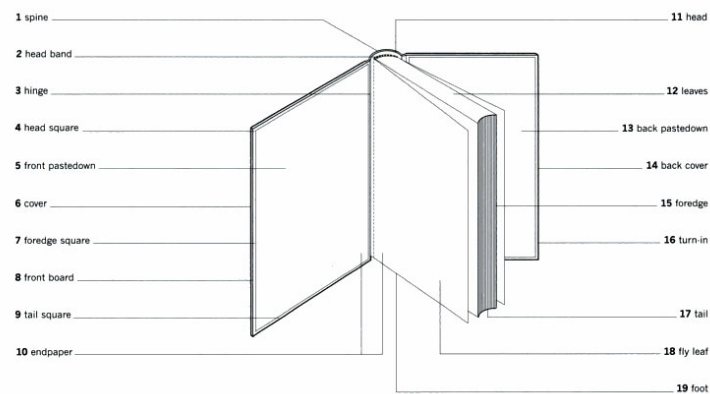


Figure 2.1 Book Block Anatomy  
Source: Haslam (2006)

A book is made out of many components, and each must be produced using exact calculations and measurements to ensure that the book will function well. As the project includes interactive elements in a book, additional components may be included such as flaps and pulls.

## 2. Page

The page component of a book is divided to 11 components. Portrait, a format where the height of the page is longer than the width. Landscape, a format where the width of the page is longer than the height. Page size, which is the height and width of the page. Verso; left-handed page of a book. Other components include single page, double page spread, head, recto, fore-edge, foot, and gutter.

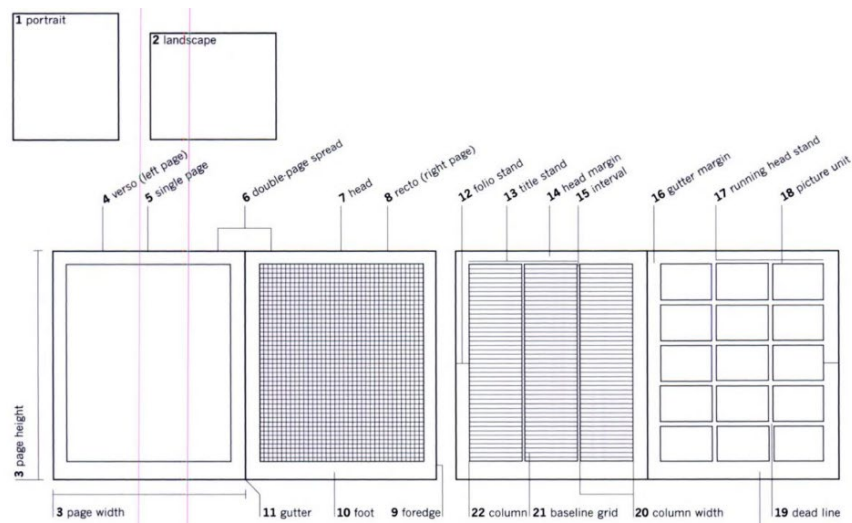


Figure 2.2 Book Page Anatomy  
Source: Haslam (2006)

With those components it can be concluded to create a full functional book; the above elements need to be taken into consideration when creating a page to ensure the finished product is functional and well-designed.

### 3. Grid

Anggarini (2021, p. 40) defines grid as an invisible line used to help arrange elements of layout. In general grids consist of 3 types: manuscript grid, column grid, and modular grid.

- a. Manuscript grid is a grid form consisting of one column that represents a page. In compiling a manuscript grid, attention is needed to create an appropriate composition.
- b. Column grid is defined as a vertical line that serves as a guide in placing visual elements. A column grid divides the page into several columns, allowing the author to place text or images in different columns to create a more dynamic layout.

- c. Modular grid is a grid that consists of lines made horizontally and vertically to form a box-like layout. This type of grid is generally depicted by dividing the image into vertical and horizontal forms with the purpose that if the author needing two or more images on one page.

To conclude, there are multiple types of grids, each with its specifications and purposes. The design should use whichever grid is most fitting for its content.

#### **4. Margin**

A margin, according to Landa (2011), is the empty space on a page that serves the purpose of keeping the content from escaping the established area. This helps ensure the elements within the page look neat and structured. The margin's position provides clear content, readability limits, balance, as well as providing limitations on the page.

#### **5. Finishing**

Dameria (2008) stated that book finishings play an important role as the final step in a printing process to make the final product look beautiful and attractive. The type of finishing varies based on the focus on the printing. Dameria (2008) stated that there are various forms of finishing effects.

- a. Foil stamping, a printing technique that produces a metallic color layer on the print.
- b. UV Varnish, a layer that makes the printed look shiny, semi-transparent doff, or matte.
- c. Die cutting, in which the printed material is cut with a precise shape and size.

- d. Blind emboss/deboss, an effect of strong indent used on the surface of the print to give an effect of emboss or deboss.

As stated, each finishing technique is used depending on the needs and requirements of the printed product to create an enhanced final result.

### **2.1.2 Types of Books**

Books are made in various shapes and content. In terms of genre, books are available in topics from fiction and fantasy to self-help, with many books presenting a combination or crossover of genres. Each book appeals to a different audience based on several factors such as subject matter, genre, word count, and price point (Munton, 2022). According to Male (2024, p. 21), there are several types of published books which are as followed:

1. Quality non-fiction: known as encyclopedias or books focused on a singular subject such as culinary, sport, natural history, biographies, etc.
2. General fiction: books targeted primarily for adults.
3. Specialist: books covering more specialized and obscure topics.
4. Children's books: children's books are divided into two types, non-fiction which contains specialist reference and/or national curriculum, and fiction defined as literature that describes imaginary people or events.

In the case of children's books, the media often introduces children to beliefs, emotions, and social understandings such as friendships. Children's books offer children the opportunity to identify different perspective and events, such as how characters may think and understanding the emotions of others. In conclusion interactive book-reading activities can positively impact the socio-

emotional and socio-cognitive development in young children (Dyer-Seymour et al., 2004).

### 2.2.3 Interactive Books

An interactive book can be defined as a learning media that facilitates information between the reader and the book in a two-way flow. The “two-way flow” in this context refers to the exchange of information being delivered in by the book itself as an educational platform and the reader (Aryanti & Airlanda, 2024, p. 409). Based on the definition above, it can be concluded that an interactive book refers to a combination of information conveyed on a paper medium that can create interaction with its user.



Figure 2.3 Interactive Children's Book  
Source: <https://www.nytimes.com/2020...>

From the aspect of education for children, illustrated books and activities based on visuals and touch are effective tools for children's growth. Books are products of visual and tactile experiences that offer stimulation for children to explore and communicate (Sampaio & da Silva, 2012, p. 332-333). The illustrated/interactive book allows the child reader to develop aesthetic, intellectual, and emotional skills as it offers the child complete appreciation of the object due to it using both visual and verbal elements. The nature of interactive books has also been studied to present a balanced method of encouraging artistic creations (Sampaio & da Silva, 2012, p. 335).

There are many forms of interactive books. Oey, et al (2013, p. 4-6) listed 9 types of interactive books.

1. Interactive pop-up book: interactive book in the form of folded pictures or illustration that look 3 dimensional using paper folds.
2. Interactive peek-a-boo book: also known as life-the-flap book, where the pages can be opened to see what was behind a fold.
3. Interactive pull-tab book: type of interactive book where paper is pulled from the pages.
4. Interactive hidden objects book: interactive book that invites its reader to find objects that has been hidden within the pages and deliver a story through those means.
5. Interactive games book: type of interactive book in the form of games where the reader can use writing and drawing utensils.
6. Interactive participation book: type of interactive book that contains stories or explanations accompanied by questions, answers, and/or instructions for the reader to do something to test the contents of the book.
7. Interactive play-a-song or play-a-sound book: type of interactive book that utilizes buttons and mechanics that, when activated, lets out audio in the form of sound effects, voices, or songs that fit the context of the book.
8. Interactive touch and feel book: type of interactive book that uses different materials and textures for readers to learn through sensory touch, typically used for pre-school aged children to encourage their recognition of different textures.
9. Mixed interactive book: an interactive book that uses a combination of two or more types of interactive books, for example a book that uses a combination of pull-up and peek-a-boo interactive features.



In conclusion, there are several types of interactive aspects that can be implemented into books. The types are also dictated by the purpose and content of the book. The complexity of implementing said elements may also vary based on the interactivity.

## **2.2 Graphic Design**

According to Landa (2013), design can be defined as a form of professional visual communication that functions to send information to an audience and is founded on the basis of creating, selecting, and organizing graphic elements (p. 1). There exist many purposes of graphic design, including but not limited to; marketing, social, entertainment, personal, as well as educational purposes. A graphic design solution has the ability to persuade, motivate, and inform its audience, and when conveyed in an effective way is able to influence behaviour.

### **2.2.1 Graphic Design Principles**

Graphic design broadly encompasses a variety of specialized field with different purposes and type of work. The broad disciplines of graphic design include advertising, branding and identity design, corporate communication design, editorial design, illustration, information design, environmental design, package design, promotional design, motion design, mobile design, and experience design (Landa, 2013). Landa stated that in order to create a visual media of quality, it is important for the designer to possess an in-depth understanding of design principles. The principles of design can be listed into seven aspects, which are emphasis, rhythm, balance, contrast, unity, repetition, proportion, movement.

1. **Emphasis:** referring to a focal point of a design to make it stand out and naturally draws a viewer's attention. Emphasis is used to add visual weight and can be done by a number of elements including scale, color, texture and font. (Ragans, 2005, pp. 290–295).



2. Rhythm: indicated by repetition of similar or different elements through a predictable manner. According to Landa (2013), the process of creating a rhythm withing a design is to utilize repeating one or several design elements in a consistent manner, while variation can be applied by modifying color, shape, position, weight, and space between the elements.
3. Balance: every element in a page has weight, whether from color, size, or texture. It makes it important to balance elements to avoid over-crowding elements or having too few elements so the design is more comfortable to read. A balanced design provides a more harmonious and comprehensive look. Types of balance includes symmetry, asymmetry, and radial (pg. 30).
4. Contrast: design principle that makes a design pop and impressionable on its viewers. It creates space and difference between elements in the design and ensures the elements are readable and pieced together in harmony (Reid, 2025).
5. Unity: referring to when elements of the design achieve a quality of oneness and wholeness, which helps to concentrate the design. It acts to ensure separate parts look that they belong together. Unity can be achieved through simplicity of fewer variants of elements, repetition of said elements, or limiting negative space between shapes (Ragans, 2005, pp. 296–301).
6. Space: manipulation of negative space manipulation defines the relationship between the visual elements. When arranged with strategy, it influences how viewers engage with the media and improve comprehension, as it provides visual breaks and readability (Kumar & Naaz, 2023, pp. 112–113).
7. Movement: the control of the visual element within the composition so that the eye of the viewer can be led form one information to the

next and allow the message to be communicated easily to the audience. It creates the story and narrative of the work.

These are the principles to use to ensure the media's design can be executed properly.

### 2.2.2 Graphic Design Elements

Aside from graphic design principles, graphic design consists of several elements that is a composition of the design itself. Below are the design elements and the purposes that they serve in a design.

#### 1. Color

According to Landa (2014), color is a design element in the form of light energy reflected from an object's surface. They are naturally occurring chemicals that interact with light to determine the characteristics of the colors being perceived. Landa states three parameters that dictate the properties of colors. Those parameters are; value, which refers to the brightness of the color; saturation, which refers to the lightness and darkness of a color in terms of how close it is to black or white; and hue, which refers to the degree in of which the color is described as red, orange, yellow, green, blue, and/or violet.



Figure 2.4 RGB Color Wheel  
Source: Encyclopedia Britannica (2025)

Sutton (2020) described that aspects of color and color combinations can invoke certain emotional responses. Several combinations of colors that exist in harmony and are in spectral balance can invoke those emotional responses. The following is several of color combinations that can be used to express certain ideas and emotions.

- a. Hot: referring to the full saturation of the color wheel red at its strongest, projecting outward and attracting attention. As a result, hot colors are strong and aggressive.
- b. Cold: refers to fully saturated blue, reminding one of ice and snow and includes blue, green, and blue-green. Cold blue slows the metabolism and increases calmness.
- c. Warm: All hues that contain red, with colors that include red-orange, orange, and yellow-orange and mainly contain a mixture of red and yellow in their composition. Warm colors are comforting, spontaneous, and welcoming, reminding viewers of sunsets and radiance.
- d. Cool: based in blue with the addition of yellow, creating a combination of yellow-green, green, and blue-green such as turquoise as seen in nature, giving a sense of soothing, calm, and refreshing.
- e. Light: consisting of pale pastels and absence of visible colors suggesting airiness, rest, and liquidity.
- f. Dark: Hues that contain black in their composition, giving a sense of concentration and seriousness.

- g. Pale: consisting of softest pastel and are at least 65% white in composition, often referred to as romantic and soft, suggesting gentleness.
- h. Bright: vivid colors that attract attention, feeling exhilarating, cheerful, and bright.

As stated by Sutton (2020), the color palette and combination of the design should be selected with consideration of how the designer intends the media to be perceived.

## **2. Typography**

Robin Landa (2014) states that typography is a set of consistent characters that form a visual property. Typography includes elements of letters, numbers, symbols, accents, and punctuation. Landa described eight main classifications of typography, which are as followed;

- a. Old Style; Roman script that was introduced in the 15th century using a pen or pencil with a wide tip, characterized by angular serifs. Examples of Old Style include Garamond, Times New Roman, and Hoefler Text.
- b. Transitional: Writing that uses a serif writing form that came from the 18th century, which became a shift in writing form from old style to modern. Examples include Century and Baskerville.
- c. Modern: characterized by a difference in thin and thick lines that are visible yet are still made using a pen or pencil with a wide tip. Examples include Bodoni and Walbaum.
- d. Slab serif: Characterized by bold geometric shapes. Examples include Typewriter and Clarendon.
- e. Sans serif: Characterized by lack of serif and strokes. Examples include Futura and Helvetica.

- f. Gothic: Characterized by use of thicker strokes and slight curves. Examples include Rotunda and Textura.
- g. Script: Characterized by similarity to handwriting with skewed and connected strokes, likened to a pen with a sharp tip. Examples include Brush Script and Shelly Allegro Script.
- h. Display: Often used for titles that are difficult to read and used for decorative elements.

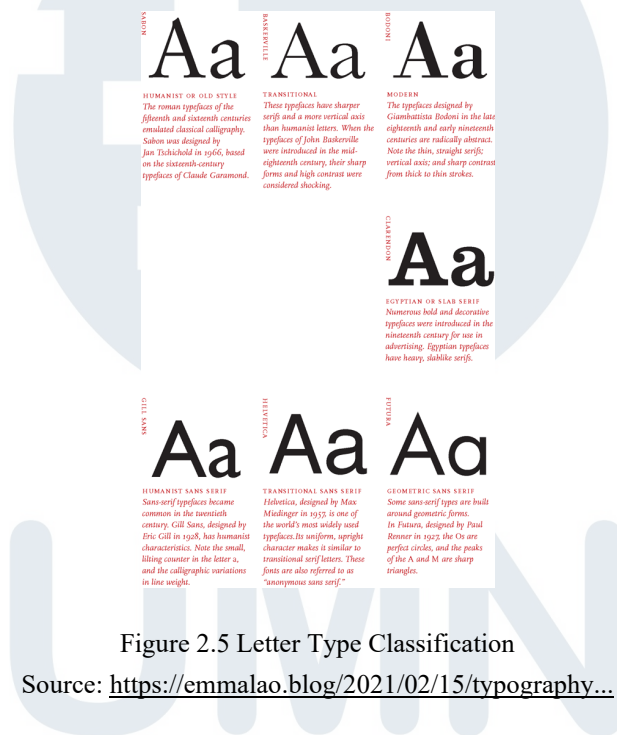


Figure 2.5 Letter Type Classification

Source: <https://emmalao.blog/2021/02/15/typography...>

In terms of font usage depending on the target audience, a study by Katzir et al. (2013) proved that presentation of typography affects reading speed and comprehension based on the reader's demographic. For instance, size and line length affects the reading rates and accuracy for child readers. According to the study, smaller font size was discovered to decrease the reading rate of five- to seven-year-olds, therefore it can be concluded that larger font sizes are considered quicker and easier to read for children. Additionally, font type also affects the reading experience, as fonts with

decoration were able to be comprehended. For children in general, certain font types such as Comic font was perceived as being easier and more attractive to be read along with other sans serif fonts (Bernard et al, 2013).

### 3. Illustration

Landa (2014, p. 4) defines illustration as a rendered image that complements, enhance, clarify, or enlighten a message, either through a digital, printed, or spoken medium.



Figure 2.6 Illustration Example  
Source: Jessie Willcox Smith (1863–1935)

Soedarso (2014, p. 566) describes eight types of illustration works based on its appearance;

- a. Naturalist: illustration with shapes and colors based on realism.
- b. Decorative: used to decorate an object by adding or simplifying into a certain style without losing the object's shape.
- c. Cartoon: drawn in cute and funny shapes with its own characteristic, often preferred by children and found in magazines, comics, and picture books.

- d. Caricature: illustration of characters drawn with exaggerated or distorted proportions often associated with parody.
- e. Comic: illustration used specifically in the creation of a comic or graphic story, typically with characteristics based on the comic's place of origin.
- f. Educational books: illustration used to explain a certain text or event with scientific means, often found in textbooks.
- g. Imaginary: illustrations that are the result of imaginative and creative process, typically found in comics, novels, and romances.

There are many types of illustration, each with its characteristics and techniques. The design should be chosen based on which style is most fitting to deliver its message.

#### **4. Photography**

Photography refers to the activity of taking pictures to create images through a planning process, made in line with the concept and a clear purpose.



Figure 2.7 Documentation photography  
Source: Dorothea Lange (1936)



Every work of photography must go through a coherent and systematic planning process (Harsanto, 2019, p. 1). Harsanto listed down several components that must be taken into consideration when pursuing photography.

- a. Composition: relates to the arrangement or placement of visual elements within the work to create an interesting method of communication, elements which include line, grain, pattern, color, and size.
- b. Angle of view: the position from which the camera is pointed towards to give the intended impression of the picture, with several angles being birds-eye-view, frog-eye-view, waist-level, and high handled position.
- c. Division of fields in photos; divisions in photography include one-third division, golden section, and dynamic symmetry.
- d. Function and purpose: photography is further divided by its purpose and functionality which can be broken down into three types. Those types are documentation photography, journalistic photography, and advertising photography.

Thus are the components in used to obtain effective and meaningful results when creating content using photography.

## **5. Layout and Grid**

The grid in element used by designers, typographers, photographers and more to solve visual problems within two or three dimensions. It is used in the design process of books, catalogues, advertisements, brochures, and so on (Müller-Brockmann, 1996, p. 13).

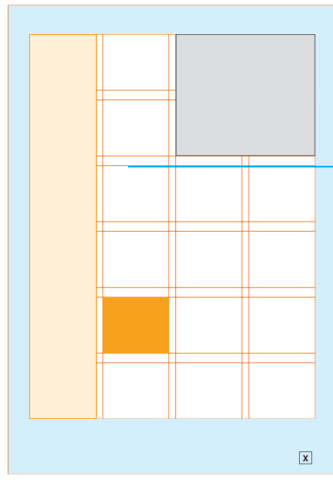


Figure 2.8 Grid Components  
Source: Tondreu (2019, p. 10)

The purpose of the grid is to act as a guide, ensuring that the placement of each element in a design is neat, balanced, provides visual navigation. Grids according to Tondreu (2019) can be divided into five common structures which are as followed:

- a. Single-column grid: used for continuously running text where the text is the main block feature on the page, found in reports and books.
- b. Two-column grid: used to control a higher amount of text by presenting them in two separate columns, can be arranged by either equal or unequal width of the column.
- c. Multicolumn grid: provides greater flexibility with varying widths, used for magazines and websites.
- d. Modular grid: useful for controlling complex information with a combination of vertical and horizontal columns, seen in charts, newspaper, and calendars.
- e. Hierarchical grid: breaks the page into separate zones, often composed of horizontal columns, seen in several magazines.

## **2.3 Dogs**

Dogs as defined by the Merriam-Webster dictionary, is a carnivorous mammal closely related to the gray wolf with the scientific name of *Canis familiaris*. The dictionary claimed dogs have long been domesticated as pets for humans and often trained to perform specialized tasks such as guarding, herding, and acting as a service animal. Dogs come in various breeds of sizes, colors, and coats.

### **2.3.1 Dog Care**

When adopting a dog to join their household, there are several factors that prospective owners may consider. Those factors include dog type and breed, behaviour characteristics, as well as the various sources to acquire their dog such as a breeder, rescue shelter, or third-party seller (Cutt et al., 2007. p. 1). However, there are many cases in which owners decided to relinquish their dogs caused by various reasons, such as inability to find accommodations accept pets, and frequently the owner's lack of commitment to the time, effort, and costs of dog care. Some cases of relinquishment can possibly be avoided by preventive measures such as policies, campaigns, and education (Cutt et al., 2007. p. 1).



Figure 2.9 Canine Accesories  
Source: Brunner & Stall (2004)

As followed are several of the basic guides for dog care-taking by Brunner & Stall (2004):

- a. **Furnishing the home:** Dog owners must ensure that their homes are a suitable living space for their dogs, ideally it must be prepared before the dog is brought home for adoption. The living space must be secured to prevent any harm falling to the dogs, such as making sure all household cleaning products, medications, unauthorized foods, and toxic chemicals are put away and out of the dog's reach.
- b. **Daily interaction:** owners should learn how to properly communicate with their pet dogs, such as through audio cues and body language.
- c. **Exercise and fitness:** every dog type requires a certain amount of physical exercise to stay healthy. The exercise should be catered to the specific type of dog, as smaller breeds would require less

excursion than larger breeds. Some types of dogs are bred for stamina while other breeds have certain physiological disadvantages that may lead to health problems if they receive too much physical excursion.

- d. Training: It is important for dogs to be trained on how to socialize. Puppies especially should be trained to meet new people and animals without displaying aggression or fear. To ease the communication and relationship between the dog and owner, dogs should also be taught commands such as instructing them to sit, stay, heel, and to come when called.
- e. Feeding: suitable food for dogs is varied based on their breed and type. Incorrect feeding can result in heart disease, stomach problems, as well as liver and/or kidney difficulties. Therefore, owners must choose the correct brand to feed their dogs the recommended daily serving based on their needs to maintain a healthy weight. The majority of dogs will suffice with being fed twice a day.
- f. Coat maintenance: similarly, maintenance to a dog's fur coat vary from each dog and depends on factors such as coat length, thickness, and texture, in several cases requiring regular professional maintenance. Other regular care-taking include nail upkeep and bathing. It is advisable to groom and brush the dog every day with the proper tools to remove loose hair and dirt, especially from a young age to familiarize the dog with the grooming process.
- g. Veterinarian visits: it is important for the owner to be able to contact the right veterinarian for their dog. A suitable vet would be able to provide immunization records, long-term treatment, as well as specific medications should the dog ever require it.

Extensive knowledge regarding this subject is helpful for possible emergency events relating to the dog.

To summarize, to adopt a dog means to take hold of great responsibility and obligations, as the dog is a living creature that the owner must provide for. The pet's needs must be met, and failing to do so may count as animal mistreatment and in severe cases, abuse. In addition, dogs that are mixed breed tend to be more adaptable to an average dog owner's lifestyle compared to purebred dogs, in general needing less spending in veterinary and certain maintenance costs.

### **2.3.2 Effects of Dog Ownership**

On a physical level, studies have shown that pet owners tend to have lower blood pressure and blood cholesterol levels and have better survival rates after a heart attack. Pet owner has been associated with cardiovascular benefits and have the tendency to exercise more. Ownership of dogs encourage higher levels of physical activity, leading to the owner's relationship with physical activity and disease outcomes (Barcelos et al., 2007).

From the perspective of mental health, studies have also shown that forming deep bonds with dog leads improvement of the owner's well-being, such as lowering feelings of depression, anxiety, and loneliness. In contrast, neglectful treatment leading to aggressive and fearful dog behavior, poor dog health, and lack of control of the dog correlates to the owner's poorer well-being. Investigations have also found that owners who perceive their dogs as more problematic tend to have poorer mental health. In regards to the dog's well-being, as mentioned previously a lack of proper care-taking from the owner likely leads to an increase of problematic behavioral in the dog (Barcelos et al., 2023). It can be concluded that engaging in positive

interactions with their pet dogs helps boosting the owner's general well-being and minimize symptoms of depression and anxiety.

### **2.3.3 Benefits of Dog Care for Children**

Studies have shown that in several countries, dogs are reportedly more likely to be owned in households containing children and the children's ages are indicated to be a likelihood of dog ownership. Households containing children aged five years or older are more likely to own a dog than households with children aged five or younger. In a similar report, families with children aged 10 or below are almost half as likely as households with no children of said age group to have a dog (Cutt et al., 2007, p. 2). There are a number of benefits for children who actively take care of their dogs. An article by the Children's Hospital Colorado (2024) listed them as followed;

1. Learning responsibility: Pets such as dogs provide an optimal time for children of any age to begin practicing and learning about responsibility. Specific responsibilities in taking care of the dog can be tailored to be suitable to each age group.
2. Companionship: A pet and especially dogs can act as a close and loyal companion to the child, allowing the child to foster a healthy connection. It is especially important for kids who may be facing different challenges and require special help.
3. Emotional development: a pet dog is able to encourage emotional development and regulation in a child through actions that nurture compassion and empathy. Owning a dog can help children better understand body language and sensitivity towards the feelings of other living beings. Pets are also able to lower stress levels and anxiety as well as preventing overwhelming feelings.
4. Understanding loss and grief: oftentimes a pet leads to a child experiencing grief and loss which provides an environment where



they can be thought using language appropriate to their development age. It allows the child to process unfamiliar emotions, resulting in them being more prepared in handling grief in the future.

To conclude, children who own dogs can obtain many benefits in their early development years, both physically and emotionally. These benefits can greatly improve their health as well as expanding their wisdom and critical thinking skills. However, children can only reap these benefits if they actively partake in their dog's lives instead of being avoidant of it.

## 2.4 Relevant Studies

The purpose of conducting a relevant studies research is to compare previously conducted research with the current research and design project. By reviewing similar research, the author is able to better understand the topic of creating informational media about dog care for children. The relevant studies are as shown in the table below.

Table 2.1 Relevant Studies

No.	Research Title	Authors	Research Results	Novelty
1	Study on Picture Books for Preschool Children from the Perspective of Pet Science— Take Meet New Friends as an Example	Yixin Zhang (2025)	Vivid pictures and concise text found in popularization picture books are able to effectively improve children's understanding of pets as well as their cognitive and emotional development.	Picture books and books in general are an ideal platform to educate children on the topic of animals and pets as it provides a number of benefits for the child.
2	Are children and dogs best friends? A scoping review to explore the	CSE, Liu K, McElligott AG, Cobb M. (2022)	A positive relationship between child and	If a child who owns a dog does not build a

No.	Research Title	Authors	Research Results	Novelty
	positive and negative effects of child-dog interactions Giraudet		dog is proven to be beneficial to both parties, whether is aspects of mentally, physically, and socially. Child and dog interactions both improve the other's quality of life.	positive relationship with it, it will be detrimental to both the child and dog as they would miss gaining many benefits. Therefore, it is important for a child to build a strong connection with their dog.
3	Caregiver Reports of Interactions between Children up to 6 Years and Their Family Dog— Implications for Dog Bite Prevention	Arhant, C., Beetz, A. M., & Troxler, J. (2017)	Supervision from parents and caregivers hold a strong influence on a child's behavior towards their dog. Parents are required to be educated on their child's interaction with the pet dog to ensure the well-being of both.	To design an educational material about dog care for children, the parents and guardian must also be taken into consideration as they play an important role.

From the table above, it can be summarized that the current available studies have yet to create and make use of an informational media as a platform to educate children on dog keeping despite its many benefits as well as the risks posed from

pet neglect. The design project is within the area of education in an effort to provide reliable information and raise interest for children towards the topic of dog care. Finally, by designing a piece of informational media, the design will achieve a unique selling point that sets it apart from the existing studies focused on data and analysis.



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