

Mascot Design "Poli and Medi" as Intellectual Property Characters for Sustainable Children's Fiction book in Publishing Study Program

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Abstract. Visual characters are needed as the brand identity of all children's book produced in the Publishing Study Program. The purpose of this study is to create a mascot that is easy to remember and has a positive approach value to child readers. Mascot Design is also a special characteristic of children's book publications, both for promotional purposes, exhibitions and third-party collaborations. This study uses 5M Mascot Design Method, namely Formulating keywords, Formulating intangible Briefs, Formulating tangible briefs, Formulating characters, and Formulating Media Packaging. The results of this study are in the form of mascots and icons of children's books in the form of a male character named Poli and a female character named Medi. The visual identity displayed is formed from the Polimedia identity represented by the use of the Institution's color tone. While the character traits are formed based on a literature analysis of the personification of male and female characteristics.

Keywords: Mascot, Property, Female, Formed, Character

1 Introduction

The Publishing Study Program produces approximately 30 titles of works each year, as one of the requirements for student graduation. Of that number, half are children's book products, both fiction and non-fiction books. The problem that usually arises in the production of children's books is the frequent repetition of the substance and content of children's book stories from year to year. This happens because there are no guidelines for children's book writers in each generation, so that writers still feel that the manuscripts they create have new story substance, even though the substance has been created several years ago.

To overcome this, in a previous study the author has classified story groups with a children's book development model into 9 story levels based on themes, the aim of which is to make it easier to find the same story substance so that it can be immediately updated or replaced in the product production process. In this study, an initiation of character names or mascots for children's books in the Publishing Study Program has been carried out, namely the characters "Poli" and "Medi", which are short for "Polimedia". The decision to use the name was obtained through a survey of Publishing Study Program Students, Publishing Study Program Alumni and Lecturers in the Publishing Study Program, where 89% chose the personification of the name "Poli & Medi" as the face of children's books in the Publishing Study Program [1].

However, the personification in the form of a character name without having a picture of the character is not very effective as an identity for children's books, because it does not yet have a visual character that can be captured visually. A special character design is needed as a mascot for children's books in the Publishing Study Program, especially in its role as a character who becomes the identity of the appearance of children's books, which will be produced continuously. This identity can be attached to the book cover, or as a pre-story for the book, which characterizes that the book is the result of student production in the Publishing Study Program.

Furthermore, the existence of a children's book mascot will provide an opportunity to develop sustainable works, from one generation to the next, without repetition, and accommodate the common thread that characterizes Polimedia children's books. In addition, the existence of the "Poli&Medi" mascot also opens up opportunities for the implementation of PBL (Project Based Learning) into courses, especially MK production and product writing, through serial story books that can run simultaneously continuously without being limited by generation gaps. The children's book mascot will eventually become an Intellectual Property Character (IP Character) that can continue to be used until it develops further into a multi-purpose character. Through this mascot, children's books produced by students of the Publishing Study Program also have the potential to continue to be developed and promoted to the National and International book markets, while still carrying the name of Publishing and Polimedia. Character design is the result of a design obtained from the narrative interpretation of an object. Character design, according to Sheldon, in principle includes three dimensions of development, including basic psychological development of the character, physiological development or physical characteristics and sociological development [2].

Character design refers to the appearance, nature and characteristics of the character. Character design is always adjusted to the target audience and narrative story created by the author in a work. However, in character production design as an asset, it usually tends to be more flexible and comes from the designer's subjectivity [3]. The character design that the author did in this study is a character that represents the Children's Book Brand of the Publishing Study Program. This character is the leading face of Children's Books at Polimedia before entering the products made individually by students. Mascots are the embodiment and personification of a brand or product. Mascots can take various forms of objects, be they objects, humans, animals or other abstract forms. Mascots must be able to attract attention and have recognizability and memorability values [4]. Mascots can function as a means of increasing product popularity in the community [5]. Mascots function as visual representations created to help the communication process to the audience to move positive emotions [6]. Based on previous research, there has been a mascot name "Poli & Medi" as a universal face of Children's books at Polimedia. This study provides visual strength through the character design that is designed.

Intellectual Property (IP) Character is a work of creation with copyright such as literature, art and design that is used for commercial purposes and widely introduced to the public. The Design Council in 2017 explained that IP Character is the initial basis for protecting a work, without fear of being duplicated, imitated or plagiarized by other parties [7]. In principle, IP Character is part of the protection of artists for the works they produce, which is a form of recognition of concrete or abstract objects that come from human intelligence [8]. Children's stories are stories written from a child's perspective. Thus, both story ideas, language, and story structure must be adapted to children's lives. The essential characteristic of children's stories is the use of children's perspectives or children's glasses in presenting stories or imaginary worlds. Therefore, it can be said that children's stories

are stories with a theme of the world of children, packaged using children's language, and composed from a child's perspective that is full of imagination and full of character values. [9].

2 Method

This research is a qualitative research with a descriptive approach. This research was conducted at the Publishing Study Program, Jakarta Creative Media State Polytechnic. Primary data for the research comes from students and lecturers at the Publishing Study Program and Secondary data is information from documentation sources, literature, library studies and other relevant sources. The researcher uses qualitative data obtained through several techniques, including; Observation techniques where the author observes sources of information related to the vision, mission, values and culture that will be adjusted to the characters and logos in Polimedia. Surveys, which are useful for ensuring the use of mascot character keywords, and literature studies to enrich the character design that will be created. Data analysis carried out in this study is qualitative data analysis through data reduction (Separation), data display (Data presentation), and conclusion drawing (description of the conclusions of the analysis results).

In designing a brand, Aline Wheeler explains the details of the technical stages of creation including 1) conducting research, 2) clarifying strategy, 3) designing identity, 4) designing touch points and 5) managing assets (Wheeler in Armayuda, 2020). The model was then adapted into a mascot design model which was compiled into the 5 M Method [10].

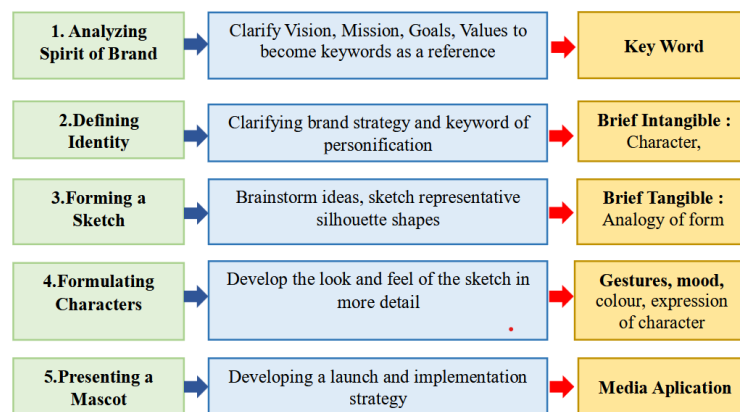


Fig 1. Formulation of the 5M method at the mascot design stage [10].

Technically, this method is applied to the creation of the children's book mascot "Poli and Medi" by carrying out specific steps, including:

1. Formulation of keywords: formulation is carried out through observation of previous research in the context of children's books in the Publishing Study Program. In addition, an in-depth study of the institution's vision and mission, and the Study

Program's vision and mission are also carried out as a basis for developing the mascot character personification.

2. Brief intangible character: carried out by creating a character brief including personification of traits, gimmicks, non-physical characteristics
3. Brief tangible character: carried out by creating a rough sketch brief and alternative sketches including arranging the background and other supporting objects visually in 2D
4. Character formulation: Determination of character and finalization of design in the form of a prototype design
5. Media packaging: application of design in the main product or supporting products.

The application of the mascot design method will be adjusted to the needs of the children's book character design, because the mascot created in this study is a mascot for all published products in general, but can be a special icon either in the form of books or other media. The main challenge in designing a mascot is to develop a positive image of the character which requires in-depth analysis in creating an effective and innovative character [11].

3 Result and Discussion

The Poli and Medi characters were first created to provide branding for every children's book that would be produced in the product writing class. However, along the way, the characters were developed more broadly, as IP Characters that can be story characters or icons in children's book publishing. The use of the names "Poli" and "Medi" is an acronym for Polimedia. However, in character identification, the names are considered very gender biased. In observations conducted on students in the Publishing Study Program, there were different views on the character names. Some considered Poli to be the name of a male character and some considered it a name for a female character. So is the naming of the Medi character. To avoid this bias, a simple survey was conducted on 101 randomly selected respondents, who came from internal and external Polimedia. The aim was to ensure character naming that followed the majority of respondents' opinions. From 101 respondents, the following data was obtained:

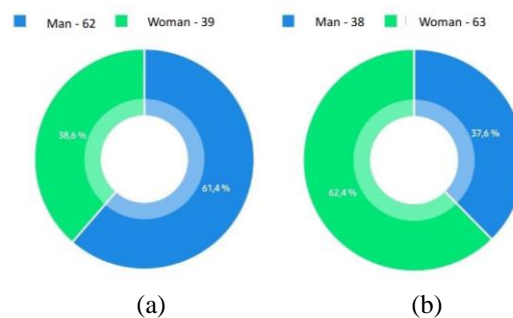


Fig 2. Results of the Survey on the Suitability of the Name and Gender of the Characters “Poli and Medi”. (a) Questions for the gender identity of the character Poli, (b) Questions for the gender identity of the character Medi.

In Fig.2, it was found that out of 101 respondents who filled out the survey randomly, 61.4% or 62 respondents chose the Poli character as male and 38.6% or 39 respondents as female. This was confirmed again in the second question for the character "Medi" where

62.4% or 63 respondents chose the character "Medi" as a female character and the remaining 37.6% or 38 respondents chose male. Based on the survey, the character naming and gender identity obtained were Poli (Male) and Medi (Female). This initial determination is useful in forming the physical and non-physical characteristics of the two icons.

3.1 Keyword

The first stage in the 5M method is to explore the need for making a mascot and study the vision and mission of the institution and study program. This stage is carried out to formulate keywords that characterize the institution and Study Program. Polimeda's Vision and Mission are formulated in the Statute (rules or laws that serve as a reference for institutional development). In addition, keywords are also adjusted to the vision and mission of the Publishing Study Program, especially related to learning achievements in the context of writing children's books. The formulation of the keywords obtained is as follows:

Table 1. Formulation of keywords according to the Institution and Study Program

No	Level	Vision	Analysis	Keywords
1	Institutions	Become institution education tall vocation leading and superior in the field industry creative in 2030 in Southeast Asia	Spirit main brand is "Creative" according to with characteristics typical Polymedia	Creative
2	Study program	Producing competent, productive, creative and innovative human resources in the field Publishing	Spirit main brand is "Innovative" as Study Program Characteristics	Innovative

3.2 Brief Intangible

The second stage is the formulation of identity and character based on the keywords determined in the previous stage. Intangible Brief is determined through visual symbols that can represent keywords into the characters created. The formulation of the intangible character brief is done by compiling characterization, traits, personification, gimmicks and other non-physical elements.

The keywords Creative and Innovative are symbolized by two characters, namely Poli and Medi. Each character will represent one keyword along with its characteristics. The Poli character, based on the previous survey, has a male gender. The main characteristic given to the male character is Innovative which is reduced to a personification of traits with a tendency towards the left brain. The left brain is associated with abilities that are numerical, Language, Analysis, logic, objectivity, realistic and detailed.

While the Medi character is a character chosen by respondents as a Female character. The main characteristic given to the Female character is Creative, which is reduced to a personification of traits with a tendency towards the right brain. The right brain is associated with imaginative, intuitive, artistic, color, conceptual, fantasy and emotional abilities.

Table 2. Formulating character identity based on keywords

No	Ma scot	Gen der	Key words	Domi nant	Personifica tion	Characteristic	Character Visuals	Represent
1	Poli	Man	Innov	Brain	Logic,	Calm, analytical,	Hair thick,	Book child

			ative	left	Numerical, Language, Objectivity, Analysis, Realistic, Detail	humble, full of calculation, be careful	bespectacled, visual gimmick in the form of books and glass magnifier	with non-fiction / informative category
2	Media	Woman	Creative	Right Brain	imaginative, intuitive, art, color, conceptual, fantasy, emotion	Excited, full energy, cheerful, active, spontaneous	Hair shoulder length, hat artist, visual gimmick in the form of Painting tools palette and brush	Book child with category fiction

3.3 Brief Tangible

The next stage after formulating the character personification visually, namely compiling an intangible brief or making a sketch of the form. The sketch of the form is arranged based on the characteristics, nature, personification and gimmick that have been determined. Each character is sketched separately, along with its supporting ornaments. This sketch is made freely to provide possibilities for adjustment before being finalized into a character that represents the mascot as a whole.

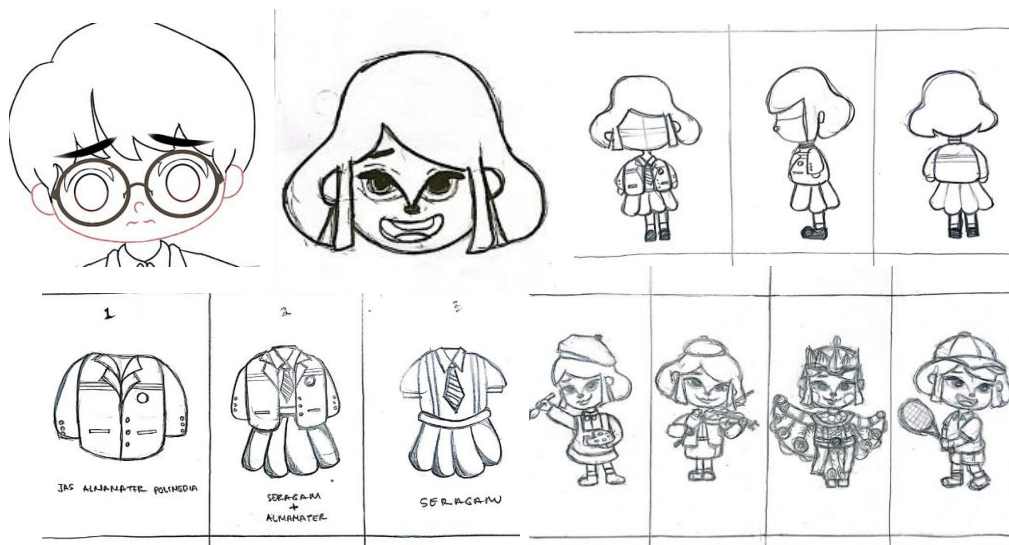


Fig 3. Manual sketches of Poli and Medi character.

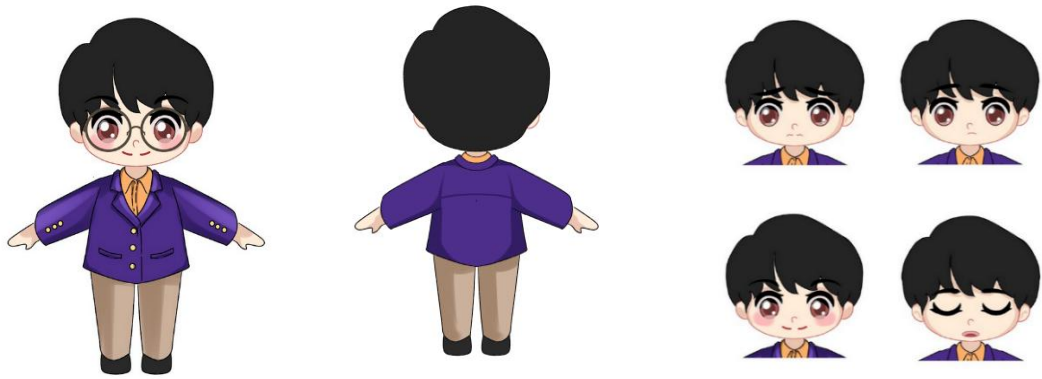


Fig 4. Digital sketches T Pose of Poli and Medi character.



Fig 5. Digital sketches T Pose of Poli and Medi character.



Fig 6. Determining the Color Palette of the Poli and Media characters. Color palette based on the Polimedia color tone and Natural color.

3.4 Formulating Character

The next stage after forming a character sketch and determining the color palette, the next step is to formulate the character according to what is needed in the mascot display. The resulting appearance is based on the personification and sketch in the previous stage. The character gimmick is combined with the main character. In addition, supporting backgrounds, typography and the integration of visual assets into one unit are also designed, which becomes the mascot as a representation of children's books in the Publishing Study Program.



Fig 7. Poli and Medi characters after the digitization process. (a) Male character Poli holding a magnifying glass and a book (b) Female character Medi wearing a painter's hat, holding a palette and a paintbrush.



Fig 8. Poli and Medi characters are combined into an Icon with a combination of character name fonts as a formal logo



Fig 9. The Poli and Medi Gimmick and Pose

3.5 Presenting a Mascot

The final stage in implementing the 5M model in making mascots is to display the mascots in various media. The main function of the Poli and Medi mascots is as the identity of children's books produced in the Publishing Study Program. For this reason, the main application of the resulting mascot is as a product identity, where every children's book made at Polimedia will embed the mascot as an identity attached to every children's book, both fiction and non-fiction.



Fig 10. The application of mascots as the identity of children's book publications, in addition to the use of logos.

In addition to being a publication identity, outside the publisher's logo, the Poli and Medi mascots can also be used as brand identities that are applied in various forms of media. This mascot can be applied to various merchandise that is useful for branding children's books both internally and externally.



Fig 11. Implementation of mascot design into promotional media and merchandise

4 Conclusion

Mascots as a brand identity of a product are very much needed, including for the production of children's books in the Publishing Study Program. This mascot functions as an icon for children's books that can guarantee the continuity of children's book production in a structured manner. The mascot is designed using the 5M method by carefully implementing the vision and mission of the Institution, then further applied to the description of the characteristics of the character represented by the mascot.

Furthermore, the creation of character sketches along with the completeness of other visual aspects. This mascot is expected to be able to become the face of children's book publications and develop continuously to support the development of children's books in the Publishing Study Program. In the future, the existence of the mascot in the form of a character, in addition to being a characteristic of children's books in the Publishing Study Program, is also a promotional media and brand that can be used as the development of children's books and an identity to carry out downstreaming of children's books to the Community. This research can be applied more widely to mascot design both in educational and non-educational institutions.

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