

Visual Communication on Cross Cultural Folktale Case Study: Indonesian and Korean Folktale

Rizki Taufik Rakhman, Universitas Negeri Jakarta, Indonesia

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Abstract

Cultural become a reflection from a state or a country. The effort from a community to defend cultural with all its way, once through how the smallest environment in organization community as a family. Korean and Indonesian are Asian countries which have a lot of thing of difference and also commons ways at its culture. The common culture that explored on this study is the habit of storytelling of folktale from the parents in Korea and Indonesia. Folktale is a daily story with cultural background on a community that have message as a moral of the story so that become a good example of good behavior to children or even grandchildren. With all that reasons this study with the main idea of merge of folktale from different cultural, Indonesia and Korea, on a picture book. With two version of both folktale we can known and understand of each message from each culture.

Keywords: Cross Cultural, Folktale, Picture Book

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1. Introduction

Culture is a reflection of a country. Therefore, culture is very important for a country to be owned and maintained. Culture is every matter that related to intellection and ingenuity of human. This has been going on human life for long time and hereditary. Thus, efforts of togetherness and awareness to the importance of culture in society is need to be done to preserve the existence of culture.

Korea is a perfect example of a country that is very successful in popularizing their culture in the eyes of the world. Through the joint efforts given by the community and also support from Government Programs, Korea successfully make the world recognize to their culture, both modern and Korean traditional culture.

Meanwhile Indonesia, an archipelagic nation with more than 17,000 islands, is very rich in culture. However, the awareness of the community and support from government are not optimized yet. The world has not seen the great potency that Indonesia owned.

From this fact, Korean culture and Indonesian culture has some similarities and differences. Both can learn from each other so that they can be assessed and taken from the positive sides, and then can be applied in culture of each country. By doing this, both cultures can develop and become more rich.

One of the similarities from both cultures is the habit in Korean and Indonesian parents in telling a fairy tale to their descendant. Fairy tale is daily story with certain backgrounds that consist of moral messages that make the behaviour of their descendant to be better.

From a lot of fairy tales in Korea and Indonesia, there is a similar fairy tale with a great moral message. "Why the sea is salty?" is the title that selected by author in this research. Some reasons of this selection are: 1. Both countries are surrounded by oceans, thus, the fairy tale about the origin of salty sea water become very important to be preserved; 2. "Why the sea is salty?" is one of popular fairy tale in Korea, but not in Indonesia. Thus the author eager to introduce this fairy tale to Indonesia.

For these reasons, the author has an idea to combine the two fairy tales in one Picture Book; "Why the sea is salty?" With two different versions (Korea and Indonesia), expectedly society in Korea and Indonesia could know and understand each culture. The author also plans to merge the two cultures (Korea and Indonesia) into one in the central page of the Picture Book.

The author has an idea of Cross Culture Design in a Picture Book as one of Social Innovation. The result from this Picture Book, the author expects social problems in the society a bit much could be overcome. Cultures from different nations and countries could be learned and understood by other from an early age, so intercultural tolerance could be generated.

2. Identification and Analyze

In determining the title of the fairy tale that will serve as an example in this study , the authors first to find out what are the fairy tales that have been popular in Korea . One of the popular title is Why the sea is salty?. Furthermore, the authors also find out whether in Indonesia also have a fairy tale of the same title. Apparently, Indonesia also has several versions of the fairy tale; Why the sea is salty ?

The next thing is to find out the author conducted through direct interviews to the people of Indonesia who are in Korea, whether they are aware of the existence of the fairy tale; Why the sea is salty? . The result is more than 90 % of Indonesian people interviewed say do not know and have never heard of these tales.

Both of these are becoming quite a valid reason for the author to take the title of a fairy tale: Why the sea is salty ? Being the object of study Cross Cultural for Social Innovation.

Of the various versions of the fairy tale; Why the sea is salty ? that there are and have been published in book form as well as the Korean version of the story both Indonesian version, the authors specify one version of the judgment; simplicity of the story, and the illustrations are made in Korean and Indonesian. So I can improvise in making a new picture book of the object of research.

Keep in mind, this study was not aimed to redesign the existing picture books and has been published as a picture book that is new. However, in this study, the authors simply designing a new picture book as a medium in the study Cross Cultural Design for Social Innovation. So the working drawings, done by the author do not change the story content and images are there. But what about the story and a picture of a fairy tale: why the sea is salty? both the Korean version and Indonesian version can be unified in a single medium, picture book.

A. The Myth of Korea : Why the sea is salty?





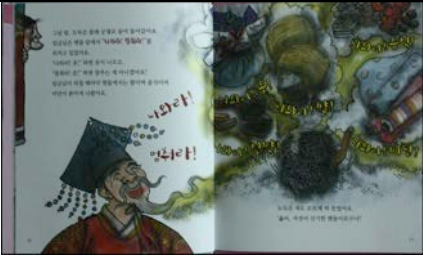

Figure 1: Cover: Why the sea is salty? Korean version that choose by author



Some things that can be identified and analyzed on a fairy tale book: Why The Sea is Salty Korean version of this are:




Book Form:



- a. Book size: 19x23 cm
- b. Number of Pages: 32 Pages
- c. Cover Type: Hard Cover
- d. Supplement: Provide CD
- e. Publisher: Little Classic Book edition 07
- f. First Edition: July 10, 2012

Pages	Visualization	Narration
6-7		<p>Once upon a time there lived a very kind King. He protected all of people with his heart. He gave rice and clothes for the poor family.</p> <p>In the picture on page 6 and 7, there is meaning of denotation and connotation. Denotation is the meaning of the second page is a continuous image intact. There is a text that explains the meaning of the image in the Korean community atmosphere happy. It appears they had just come out of the gates of the kingdom by bringing everyday needs. While the connotation of meaning contained in the text: King kept them in his heart. The king of kindness that help poor people.</p> <p>There are some very interesting mark on pages 6 and 7 of this. South Korean symbols contained some images such as Tiger flag, cherry flowers, handbook, and roof kingdom. Everything is very identic with South Korean.</p>
8-9		<p>" Our King is the best!". All of villagers talking about the King's kindness. At the time a merchant wearing a hat who said, " As you already know, our King have the magic millstone , right ? It says that we could wish anything from that millstone ".</p> <p>" Just because his God gave him that kind of magic millstone". A man beside them accidentally hear that stuff. So the thief want to keep the millstone for himself . " Magic millstone ? Well , from now it's mine ! "</p> <p>In the picture on page 8 and 9, there is only the meaning of denotation. Denotation meaning is a picture of the two pages is the atmosphere in the restaurant. Appearances</p>

		<p>of diners were talking about something and in the lower right corner there is someone who is listening to their conversations.</p> <p>Some interesting sign of the picture on page 8 and 9 of this is the handbook, bottles, and tableware. Everything is about a symbol of the Korean community activities.</p>
10-11		<p>At that night too , the thief secretly went inside to the royal palace . The King was saying " Come up ! Stop ! " In front of the millstone . " Come up ! Clothes ! " And then came up clothes . " Stop ! Clothes ! " And then it was not stopping at all .</p> <p>Every times the King wish , it will came up . Rice , food , silk goods, and many others . The thief was happy looked into that . " That 's really the magic millstone that I want”.</p> <p>The picture on page 10 dan11 has denotation meaning. The thief was spying activities shown the king when asked something to the stone grinder. Each image shows the meanings of actually exist.</p> <p>Some of the signs are quite interesting in this is the second page of costumes and expressions used by the king, the objects desired by the king out of a magic stone grinder illustrated with smolder.</p>
12-13		<p>The thief was waiting on the outside until the King slept. So when the King fell into a deep sleep he went inside the room and took the millstone without any sound of his feet. And then he run away far from the royal palace .</p> <p>In the picture on page 12 and 13, denotation meaning clearly visible. The thief managed to come away with a magic stone grinder out of the palace. While some of the signs contained in the second picture on this page is; foot tiptoe thief that indicates he does not want anyone to know of its existence, then the moon is covered with clouds, signifying evening .</p>

14-15		<p>"Lol, From now I'm rich ! " The thief runs into the sea faster and faster .</p> <p>"It will be better for me to take a boat and go somewhere far away. So anyone can not find me anymore! "So the thief beginning to move on his boat.</p> <p>Figure 14 on page 15 shows the meaning of denotation and the thief who has been in the vast ocean with paddling mightily. Some of the signs contained in the second picture on this page is the Sun that marks the day was lunch, then the expression of happiness thief who was going to be rich shortly, activities and rarely paddled energetically between boats and land away from each other .</p>
16-17		<p>The thief finally reach the place far from the land . He did not see the land anymore . Perhaps in there we can not hear either the seagull voice . The thief was very rush and want to roll the millstone as soon as possible . He grabbed the millstone and thinking .</p> <p>" Hmm ... What I'm going to wish ... " A minutes later he find the Things That he want. " Okay , It'll be a salt ? Because there was no other than a salt that precious! ' .</p> <p>Image found on page 16 has denotation meaning that the thief was thinking would ask what the magic of the stone grinder . While the images are found on page 17 are the objects that occur to the thief to be asked until he finally thought to ask for salt.</p> <p>Some of the signs contained on this page is the position of the second thief was in the vast ocean with no land looks more images . Then some of the objects depicted as a symbol of wealth desire thief</p>

18-19		<p>" Come up! Salt! " When he closed his mouth the salt came up. It was very white and many of course. " Oh my... Its really coming up, my precious salt! "</p> <p>Because he was very happy he keep dancing and dancing match with the salt coming voice. " I'm happy! I'm happy! "</p> <p>Denotation meaning held on the picture on page 18 and 19 is a happy expression of thief because the magic rock salt grinder issued in accordance with the request. While the signs are located on the second picture on this page is equal to the previous page; vast ocean, happy expression of thief pictured with the dance and the magic rock salt grinder and smolder issuing.</p>
20-21		<p>Millstone made so much salt that keep making salt and no break. So it's made the boat going down. " Oh ... if I continued like this it will fell down to the sea. I must stopped this! " But one thing that he can not forget he was stop the millstone. He was going crazy Because of the salt making millstone. It's look like the salt was slipped into his head. " Oh my head! "</p> <p>Meaning of Denotation in the figure on page 20 and 21 is the magic millstones that continuously secrete salt. While the connotation of meaning contained in the text of a magic stone grinders can be maddening because the thief cannot stop salt coming out continuously.</p> <p>Some of the signs contained in the second picture on this page are a salt that surrounds the whole page, then writing yellow signifying thief buried by salt so that the figure is not visible even there.</p>
22-23		<p>Not far, the salt was going through like a mountain and stills more coming up.</p> <p>In a hurry the thief shouted something from inside his head.</p> <p>" Stop, please! "</p> <p>" Now stop! "</p> <p>" No, please stop! "</p> <p>" It's enough, salt! "</p>

		<p>Although shouted many times the millstone did not stop. So the millstone will keep making a salt forever.</p> <p>In the picture on page 22 and 23 there is meaning denotation, where the continuous salt out until mounting. The panic that the thief cannot do anything and the boat is filled with salt. Sign contained in the image on the both page. Salt mountain signifies the continuous salt out the boat is about to sink, the thief expression confused and panic because they do not know how to stop the magic stone grinders excrete salt.</p>
24-25		<p>The boat can not pull anymore and start sinks to the deep sea. " Help! Help me! Help! please help me? " The thief tried to ask some help but...</p> <p>In the sea, who can help him? Anyone? There was no one.</p> <p>The picture on page 24 and 25 have the meaning denotation boat overturned because it can no longer accommodate the salt that comes out of the magic grinder stone. The thief and also the magic stone grinder was also seen falling into the sea. Some signs were found on the second page is the high waves of the sea, paddle upside down , and the expression of the thief who tried to ask for help.</p>
26-27		<p>At the end the thief and millstone was go through the bottom of the sea. Until now, the millstone is still making the salt and would not stop forever. So that's why the water in the sea was salty.</p> <p>The picture on page 26 and 27 have the meaning denotation shared atmosphere at sea on two pages . Page 26 pictured sea to sky, while on page 27 shows the atmosphere in the sea magic millstones that sank in the sea floor but still excrete salt.</p> <p>There are some signs that this is the second picture of life under the sea with some marine animals and magic millstones still excrete salt.</p> <p>Moral message contained in a fairy tale;</p>

without compromising the core of the story. So the ultimate goal of the study Cross Cultural Design for Social Innovation can be achieved.

Fairy tales; Why the sea is salty? Borneo version tells the story of the ancient times there lived a beautiful princess with her grandmother in the rainforest of Borneo. The grandmother worried because the daughter is not married, basically the daughter did not want to get married. However, to please her grandmother, she is willing to marry a boy who can transform saltwater into a freshwater. These requirements are very severe attractive young lads from all over to participate in the contest.

After 40 days, none of the youth who succeeded in converting salt water into fresh water so that the daughter was happy for not getting married. However, on day 41 a midget man came and gave the jug to his grandmother. The jug of fresh water that has been turned into salt water after 40 days and 40 nights praying to God Almighty.

Midget man - grandmother was advised to save the jug carefully. Hearing this, the daughter of panic. Indeed, she basically did not want to get married so the daughter carried off the jug down the river to the sea. She intends to dispose of the jug into the middle of the ocean to destroy the evidence that she did not get married. However, in the middle of the ocean, the boat of the princess hit the waves were quite big and the jug was broken down in the boat. The princess was surprised because the salt out of the jug. Salt out continuously to make the princess a panic because they do not know how to stop it. Until finally sink the boat of the princess.

Moral messages in fairy tales; Why the sea is salty? Borneo version of this is: Do not force a person wishes, promises must be kept, power of prayer can change the impossible becomes possible.

From the story above, some of the things that can be identified and analyzed how to move the story into a picture book that is interesting. Identification of Borneo, Kalimantan typical figure of a beautiful woman, custom clothing, traditional house of Borneo are some very important things to be studied first.

The author organized a mind mapping about things is what will be done first so as to achieve the expected results. One of the convenience of the authors is the absence of a comparison of picture book fairy tale, “Why the sea is salty?”, on Indonesian previous versions. So I can work with pretty freely in the absence of previous reference.

3. Art Work

After getting all the information about the author of the fairy tale: Why the sea is salty ? From both side, the Korean version and the Indonesian version are needed. The author designed the first fairy tale. How fairy tales; Why the sea is salty? Korean version and Indonesian version can meet in the middle of the page

Some scenes from fairy tales “Why the sea is salty?” of Korean version of the cut without compromising the core of the story, the next scene of the Indonesian version of the fairy tale is connected as needed. For the Indonesian version isn’t too difficult, because there’s not a picture book of reference material available. Making it easier for authors to determine any existing scene.

The author will share part 2 Picture book; Korea and Indonesia. Both can be read as required. The page will repeatedly done, so as not to confuse the reader. Both sections will meet right in the middle of the page. The scene that unites the Korean version and Indonesian version will be made a little different by using Pop – up.

Page	Story
1-2	Showing the atmosphere of prosperity, and happiness of society
3	The ambiance of the restaurant, where people discuss the millers who can grant wishes. At the same time, there was a thief who pretends to be disciple who hears
4	Thieves are willing to take a peek and the rice mill
5	Describing the royal atmosphere at night, where the thief has managed the millers who took this
6	Describing the feeling of happiness thief managed to come away with a boat millers
7-8	Greedy thieves want many salt, because it could be a rich man

Table 2. Folktale: Why the sea is salty? In Korean version

Page	Story
1-2	Describing the atmosphere of Borneo, house of princess and grandmother
3	The scene is followed by the entire youth contest.
4	Youth Midget successfully deliver saltwater to grandmother
5	The young man told me how he can turn fresh water into salty water
6	Princess carried off in the salt water in the jug to be discharged into the sea
7-8	Princess shocked he was carrying a jug broke and excrete salt

Table 3. Folktale: Why the sea is salty? in Indonesian Version

After determining that the story will be made drawing works. The next thing to do is to record all the needs of a fairy tale; Why is seawater salty? both the Korean version and Indonesian version using mind mapping system. This system greatly helps the author to get ideas of what can be visualized later.

The next step is to find a reference to establish the characters, the setting, the icon corresponding to the required story. It is conducted by the author in addition to find references via the Internet, also performed several times to survey historic places in Korea. References are needed to get an idea of how the sketch is then performed. After the sketch The character of a fairy tale: Why the sea is salty version Korea and Indonesia

No	Main Character	Reference	Sketch
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1.	Thief		
2.	King		
3.	Kalimantan Princess		
5.	Grandmother		
6.	Youth		

Table 4. References and Sketch Characters

After a sketch of the two versions has been made, then performed on the actual size and layout followed by staining.



Figure 3 . Sketch and Layout Tale: Why the sea is salty ? Korean version



Figure 4 . Sketch and Layout Tale: Why the sea is salty? Indonesian version

After the coloring process was completed, it's begun on computerized process. This is done to give the final touches on the results of picture books such as finalizing the base color, add text both in Korean and Indonesian, add graphic elements to create a more dramatic scene in the picture.

Results Figure Work that has been through computerization ready to be printed and bound. For Cross Cultural research interests for Social Innovation the results are printed digitally because it is only needed for exhibition purposes. However, researchers are already thinking about when would be made in large numbers through offset printing.

4. Final Art Work

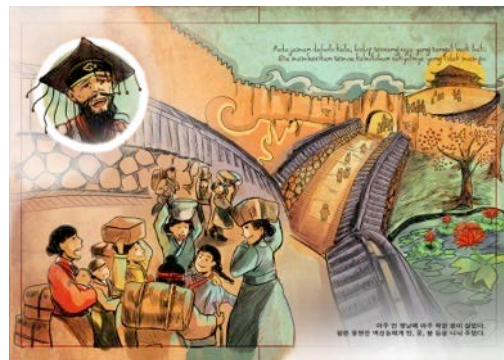


Figure 5. Pages 01-02 Tales : Why is seawater salty ? Korean version

Text on pages 1-2 is : " In ancient times , there lived a king who was very good-natured . He gave all the needs of people who can not afford " .

Atmosphere of happiness and prosperity of the people in Korea illustrated the meaning of denotation, because they have a king who is very concerned with their circumstances.

They seem a conversation talking about the king depicted in the top left corner as connotations. Some icons used on the image on this page is, the contours of the land is hilly Korean with solid royal palace, lotus and cherry flowers are blooming and the clothing of the people which is the symbol of the Korean nation.



Figure 6. Pages 03-04 Tales : Why is seawater salty ? Korean version

Text on pages 3-4 of this is, "People always talk about the good of the king. And they know, the king has a rice mill which can meet any demand. It is heard by a thief " .

The atmosphere in the restaurant was described as a denotation on the second page , where the people are so happy to tell about the goodness of the king . Illustrated connotations when they talk about what objects are desired can be fulfilled by the magic rice milling.

From the conversation, overheard by the king of thieves that can help people because it has a rice milling magic. And he plans to steal the rice mill.

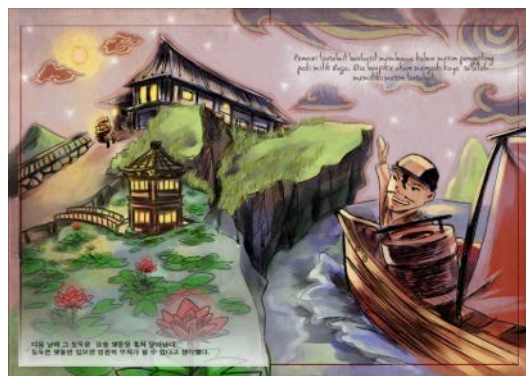


Figure 7. Pages 05-06 Tales : Why is seawater salty ? Korean version

Text on pages 5-6 is, " The thieves managed to come away with the rice mill belonging to the King. He thought it would be rich after having engine".

Denotation meaning contained on the image of the both pages. Page 5 is a royal atmosphere at night, where the thief managed to come away with the rice milling out the royal courtyard.

Meanwhile, on page 6 , described the thief was in the boat and looked happy for successfully stealing the rice mill .



Figure 8. Pages 07-08 Tales : Why is seawater salty ? Korean version

Text on pages 7-8 is " Amid the sea, the thief asked for salt to the rice mill . And out . But the thief does not know how to let him go . So ... " .

Denotation meaning there on the second page. On page 7 and 8 , describe the state of the thief who had successfully carried off the rice milling in the middle of the ocean . Expression of the thief who 'd come away happy because rice milling magic, and he asks because he thinks salt needed by so many people can make it rich. And salt - came out .

On the second page there are also connotations, that portrayed united day and night, it is meant the thief across the ocean from night until sunrise .



Figure 9. Pages 01-02 Tales : Why is seawater salty ? Indonesian version

Text on pages 1-2 of this is, " In ancient times, in the rainforest of Borneo, Indonesia. There's a princess living with her grandmother. The grandmother worried because the princess still not married yet. The princess only want to marry someone who can turn fresh water into salty water".

The second meaning of denotation on this page, described by the shelter atmosphere of the princess and grandmother in the Borneo rainforest. Shade trees, rivers and rows of dwelling house signify grandmother and princess. Another sign is the accessories on the neck and head of the princess and grandmother long ears. It is a characteristic of the native people of Borneo.

Other denotation meaning is the princess looks grim because his grandmother told him to get married. With a dissatisfied, the princess finally approved the request on the condition of his grandmother. She will only marry a man who can turn fresh water into salty water.



Figure 10. Pages 03-04 Tales: Why the sea is salty? Indonesian version

The text on page 3 is, " Made the contest to find a husband for her princess. Many young men came dashing village, but none succeeded. The text on page 4 is , at day 41, it finally come a midget men to join the competition . He gave a magic jug containing fresh water to salt water has become a grandmother".

Denotation meaning described on page 3 with the atmosphere of the village lads queuing want join the competition. They wanted to marry the princess , but no one person who managed to turn fresh water into salty water . Contest announcement posted on a tree in Borneo forest across the river . There orangutans living in the forest as the original animal icon Kalimantan.

Denotation meaning described on page 4 with the arrival of the dwarf accompanied Enggano favorite bird , the bird supposedly said this is a sign of loyalty . He gave a bottle to his grandmother's magic jug as proof that he can turn fresh water into salty water



Figure 11. Pages 05-06 Tales : Why is seawater salty ? Indonesian version

The text is on page 5 , " The dwarf told that the jug is the result of praying to God for 40 days and 40 nights . He too advised that the jugs guarded so as not to rupture . The

text on page 6 is , "The princess tried to get away with carrying a jug of magic to be thrown into the sea ".

The second meaning of denotation on this page described how the dwarf can turn fresh water into salty water . By praying to God for 40 days and 40 nights under waterfalls , freshwater - was eventually turned into salty . Connotations reflected glow indicating the change jar of fresh water into salt water in the jug after the dwarf prayed for 40 days and 40 nights.

Denotation meaning is shown on page 6 when the princess heard the story of trying to bring the brine to be blurred in the jug and wanted to throw it in the ocean along the river surrounded by forest.



Figure 12. Pages 07-08 Tales : Why is seawater salty ? Indonesian version

Text on pages 7-8 of this is, " But before the discarded jugs, ocean waves make the boat swerved and the princess's jug broke. The princess was very surprised because the continuous salt out of a jug that has been broken and does not know how to stop it. Then ... ".

The second meaning of denotation on this page is the princess of the shocked expression because the salt out of the jug is broken. The princess became very panicked because the salt out continuously and can not be stopped.



Figure 13. Pages 09-10 Tales : Why is seawater salty ? Korean version and the Indonesian version

On page 9-10 is a page that became the core of the study Cross Cultural Design for Social Innovation. On this page are shown in a scene from a fairy tale “Why is the sea

salty?”, of Korean version and Indonesian version. Shown in the picture of the thief who dropped out of the ship and the princess who had been at sea.

There is no text on these two pages. The author deliberately did not add text because it is through language that is strong enough image and pop - ups plus engineered, information conveyed quite acceptable. In addition, another reason is the author invites readers want to end the story with their own interpretations, but the core moral message to be delivered remains to be understood.

Denotation meaning showing panic atmosphere experienced by the Thief (Korea) and the Princess (Indonesia). They do not know how to stop the continuous salt out of the rice milling and the jug. Eventually their ship was wrecked on the sea. So the seawater becomes salty

5. Conclusion

The conclusion of this research are:

- A. Picture books can be a media of cultural melting pot.
- B. Picture book, as one of the media in graphic design can be a cultural medium in solving problems that exist in society.
- C. Fairy tales of “Why the sea is salty?” has owned by both countries; Korea and Indonesia have some important moral messages in people's lives. Thus, with this cultural melting pot, moral message received will be much more
- D. Mechanical pop up in the middle of the page intentionally used by the author to provide both cultural melting accents; Korea and Indonesia.

To that end, the authors suggest that this study is just the beginning of great ideas about cultural melting. For now, fairy tale “Why the sea is salty?” media stories that can be merged with both the Korean culture and Indonesian culture. It isn't something possible to do, the idea of cultural amalgamation with other countries can be realized with the media in a fairy tale picture book.

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Contact email: zsiregar310@gmail.com