

ISLAMIC GRAPHIC DESIGN COVER BOOK AND THE CORRELATION OF CONSUMER INTEREST A CASE STUDY OF SOLO AL-QOWAN PUBLISHER

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Abstract: This research method is a qualitative-descriptive research. The objective of Study is to find the meaning of the design of Al-Qowam book cover. Since the correlation is the outline of this research so the meaning of the design appearance will be the main object of this study. In order to review and study, the writer uses the aesthetic approach. The source of data in this research was obtained from informants, written and digital photo document. To obtain the data, researcher conducting observations, the distribution of questionnaires, book study and literature. The process of data analysis had been through several phases, namely data collection, data reduction, and the data percentage calculation and its conclusions. The result of the research concludes that the sale of Al-Qowam books was influenced by the appearance of book cover designs. This influence is caused by the educational background and the consumer interaction with their environment. Those consumers are the market target of the sale of Al-Qowam books.

Keywords: *Interests, Designs, Islamic, Visual, Cover book*

1. INTRODUCTION

Enthusiasm and resurrection world of independent Islamic publisher followed by progress of designing cover design book. So that Graphic design in the side of Islamic books maintains participates progress experience significantly. So many publisher in a small scale which is standing are separated phenomenon besides closely related with literature, Islamic scholarly literature, progress of graphic design scholarly/visual communication design related too with so many other aspects, there are growing of cultural studies, and the appearance of contemporary fine art movement, and difficulty of author to pass through big publisher (Widyatmoko, 2005). That progression is not always get positive responds from every Muslims society, some of the Muslims count on books which have cover design considered to be “disturbing” such the using of some picture or illustration of living creature, so that when those books are published, instead reaps various criticisms from a few consumers. So that in this case makes the impact to book selling turnover, in publishing Islamic books. Designing cover book is not as free as designing for general consumers cover book, a book packaged by artistic cover book design and explorative offering sometimes are not accepted yet by consumer audiences of Islamic books fans, because consumer Islamic books purchasers have different mindsets and backgrounds, these published books have various consumer targets, although obviously that intended consumers are the Muslims consumers however many of the Muslims are spitted become several groups, one community with another community, where is every these Muslims group has different perspective of their own in responding an issue, and no exception including every Islamic cover book which is distributed to public. There are tend to moderate, conventional, even secular, so every published cover will has various impact and reaction from the Muslims (market). Not to mention if the author influenced by certain style or sect which become guidance and has different perspective to other sect. In this case starting from paradigm that when a publisher concentrated on Islamic book publisher notice any potential market in a certain community, but obstructed because of visual cover book issue abovementioned, because any different ideology which were in certain community.

2. THEORETICAL BACKGROUND

The progress of ideas about cover book doesn't have enough influence, which mean in the world of Islamic cover book besides just became packaging sweetener. Whereas cover book has additional function, in the beginning as a publisher identity media, book communication media, book covering media, and memorable media, but nowadays cover book become interpreted space and as a problem solving media too (Pirous, 2005).

3. THE RESEARCH METHOD

“Even though the discussion of design completely qualitative, design may includes quantitative aspects too. both of those activities may role significantly in reveal some issues and connection in reveal some issues and connection in creation, evaluation and comprehension form of work it's messages” (Safanayong 2006). Qualitative data collecting technique are interview, questionere, schedules, and observation (participant observer technique), life historical investigation, and content analysis. Case Study method is a method used by purpose to deeply study one of real symptoms in public life. The object is condition of society groups, community institution, as well as individuals in public. (Sutapa et al, 2007)

As for the limitation of problems, are :

- Scope of this problem just on Al-Qowam visual cover design book display.
- Measuring instrument used in this research is visual elements there are in book cover, are: typography, illustration, color and layout.
- Sample taken from title of the book that reaps some criticisms from consumers.
- Research case study was taken by ranking system, which are five big stars book selling income from the highest selling and five stars books which are low selling during 2015. Limited rising book years from 2010 until February 2015.

The benefits of this research are :

- Become data resources for same research or more complicated.
- May enrich literature knowledgement about Islamic cover book visual.
- May give development of Islamic cover book visual in Indonesia generally and especially Solo city.

4. RESULT AND DISCUSSION

According to *Widagdo*, (2005) *Design is process result of design an object conducted trough certain steps and consideration involve many various parameters attached to these design object to give intention and form accomplishing rules and applicable values in certain period.* The main purpose is give solutions and optimal problem solving. Cover book is every covering or cover jacket which were di in every single book, where the function of cover book to binding book pages (KBBI). The other function as aesthetic beauty of the book. Every book has two kinds cover variation form, there are softcover (paperback) and hardcover. So generally cover or the outer cover book can we defined as outer media contained in a book, intentionally made by the purpose to communicating the book content what used verbally into visual media form, as the same time as publisher identity form and covering book too it self which these book cover has commercial potential value determine successful of a sold book or not. Pupolar term of front cover book is top cover and cover book has become media was quite popular to jumped and seriously because that book it self is part of cultura which gives influence on public and on development of cover book has become a media where limit between fine art and graphic design become fuzzier.

4.1 Figures, Tables and Equation

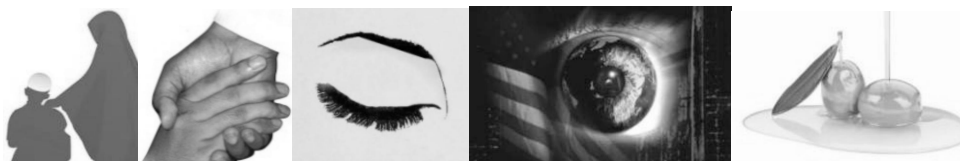


Figure 1 some illustrations used in Al-Qowam cover book design, consist of manual, computerization, and photography pictures.

Source: Doc. Al-Qowam Company 2010-2015

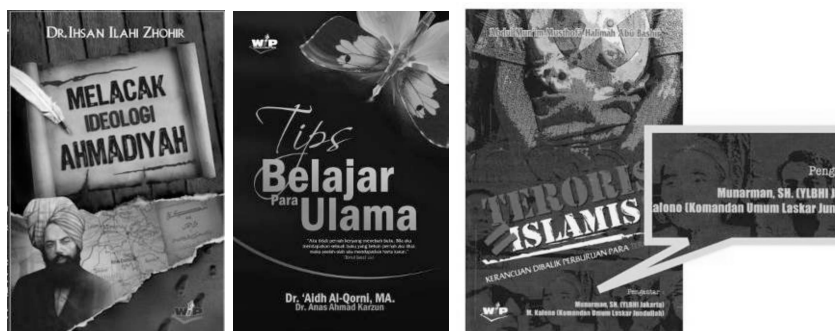
The Characteristic Al-Qowam Design Cover Book

In every visual book cover design there is an ideology, in relation with developing values an illustration style in cover book design. Because cover book as an artwork design, beside contains aesthetic and communication elements, it contains value element too. Because designing cannot separate from cultural values which is formed it. Cover book is outer cover from published book. Manufacturing a cover book relative is not easy but must have good quality. Because good cover book quality will give good impression too on book content. In designing a cover book doesn't have to be complicated and rambling concept but the important thing is special attention to compromise elements fulfillment of a book.

Al-Qowam book publisher is Islamic books publisher (religion) including in non fiction book category. Therefore Al-Qowam publisher has consistency standard too on designing its cover books in order to has its own characteristic if compared to competitors especially Solo area. Even from research on the grounds author found a few tendency pattern continue from variety Al-Qowam cover book design such use of simple illustration, mostly shown typography is kind of sanserif type.

Consumers Interest to Al-Qowam Design Cover Book

When occur neglect to application of visual element into published Al-Qowam books, then will bring in several problems ever suffered by Al-Qowam, where the case thousands of Al-Qowam book copies entitled “*Melacak Ideologi Ahmadiyah*” (“Tracking Ahmadiyah Ideology”) are not sold, just because using visual element “people face” into these cover book design. Where as these cover book design are good classified and best seller in its native country. For searching which become consumers interest on buying Al-Qowam books, then author observed and interviewed in CV Al-Qowam Sejahtera marketing for figuring out some cases become problems of consumers interest on buying Al-Qowam book:



Picture 4. Some Spotlight Example of Al-Qowam Cover Book Design.
(Source: Doc. Al-Qowam Company/ 2008, 2008, 2004)





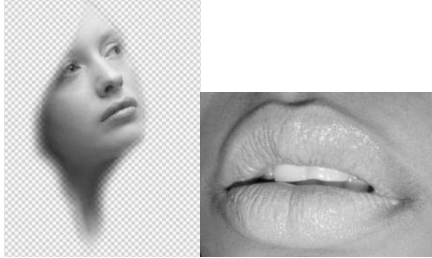


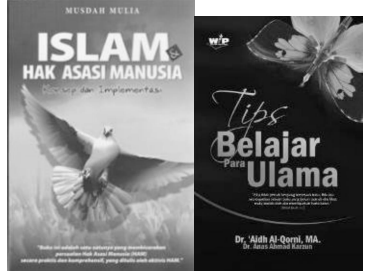

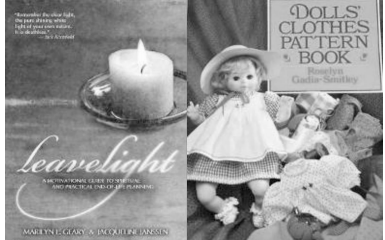

Furthermore to begin analyze some cases whether influence consumers interest reviewed from Al-Qowam cover book design to cover book design author divided into two parts, they are:

1. Visual language analyze.
2. The meaning of visual language and public response.

3. Identification of Al-Qowam cover book visuals.

Design Visual Language Analyze

Table 1. Analisis Table of the Visual Language to cover book visual.





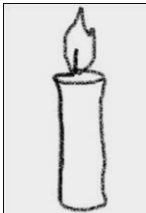


NO	Type	Picture	Sample
1	Human Face		
2	One Eye		
3	Part of Women Body		
4	Animal		
5	Certain Things		
6	Typography		Such Avand Garde font, Casual, etc.

The Meaning Of Visual Language

According Jacobson in Agus Sachari (2005:71), visual language is a sign system visual form, not only sign collection form but also single sign which is symbolic communication sign or visual communication. Furthermore to see the existence of red line between consumers Al-Qowam cover book design then author will examined based on analisis table of the visual language mentioned

before, analyze will be conducted by semantics approach is researching and analysing the meaning in certain visual. Visualisation from an image is symbol from a meaning. Analyze will be served into table form as the following:

Table 2. Analysis of The Visual Language Semantics to Al-Qowam Cove Book Visual, Successful Collected.

NO	Type	Meaning	Muslims Consumer response
1	Human Face 	The depiction of living creature figure is a case to compete with and resemble ALLAH creation, some argue later in the afterlife a painter and sculptor will be asked to turn on life their artworks, postulate from The Prophet Hadith, not only picture but also photo are the same.	Pro public said picture has no problem as long as it doesn't obeisanced and some overload praise, some said it may, but it doesn't realistic picture and caricature form. While the contra one said that picture is god/goddess imaging form.
2	One Eye 	One Eye is an imaging from <i>dajjal</i> symbol or antichrist.	Some insist that one eye is jewish freemason symbol, and sun God of pagan nation.
3	Part of Women Body 	women is <i>syahwat</i> symbol and nakedness, anything part of women may not shown, many god/goddess statue women form.	Some public feel uncomfortable Too if any Islamic cover book visual shows women's body part. General consumers don't know.
4	Animal 	Animal is paganism symbol too, more or less from hadith, The prophet ever unpreoccupied when praying because his prayer rug any animal picture.	Islamic book consumers sometimes feel weird if any animal picture on cover book visual has rather overload value.
5	Wax 	Wax closely related with jewish religion rituals and christian, wax phylosophy in hadith has less well value and b connotated negative.	Some said wax glorify with unbelievers nation, the other one doesn't know or doesn't matter.
6	Doll 	Doll has value as glorify game to unbelievers nation as „little“ statue	Some said doll may but may not resemble human body, some consumers assume every doll any kinds its form are the same.
7	Typography 	Illegitimate (<i>Haram</i>) if formed cross and the typo too eksperimental.	Don't even cross formed, to keep consistency still clean and simple.

5. CONCLUSION

Conclusion that use of visual element indeed can influence to consumers interest. Al-Qowam books achieve best seller, on its cover book design free from visual elements too from visual language of shown in analysis table of the visual language before, even 43.41 percent respondent confess cover book stick into first interest when choosing many variety of Islamic books between one publisher with another publisher. Although evaluation of a book cannot be separated between one element with other element because each other has connectivity, it could be an ordinary cover book design but it has good content whereas those books have good cover book design even with interesting title but its content doesn't relevant on the appointed title, even from several responden said on purchasing Islamic book author such an absolute thing, to become interest and determine quality guarantee content of a book.

In outline can be concluded that the Al-Qowam cover book designer doesn't mean free. Cannot be denied the content of the book still become main point consumers interest on purchasing a book. Decision purchasing a book finally indeed determine quality of book content. However, in competition between one publisher and another publisher, content quality doesn't definitively determine. Although these book content very good however if it doesn't supported with interesting and selling book cover design, any possible these book there are no one doesn't want to touch it, consequently sure there no one who want to buy it. Moreover if the book displayed on shelf in a bookstore and between another books appear with unique and interesting design of cover book. Cover book design is not interesting will be sank for sure between another books, fist perspective precisely determine whether these book will be touched or not. Therefore, cover book design is very important and determine in book competitions. Although theoretically cover book can be art space, is a place for artist's to pour out their imagination and give expressions space, not only just to chase commercials, but also make the readers give something more valuable, is an achievement on a visual artwork but still adjusted with market condition where those stuff will be consumed and consumers can appreciate it overall.

It has become charity, that human loves beauty. Islam called its people to get some feeling, enjoy and spread beauty. Therefore no exclusion for Islamic people to express the beauty on their own mind. In this case Islam for sure as one of the *kaffah* religion gives guidance so that creativity which produced by its people has some benefits for themselves and the human race. It doesn't allowed carelessly without any direction finally create *mudharat*. In Islam, poem, literature an art in the wide sense, must have obvious purpose. Art must capable united perfectly between beauty and truth. Beauty is nature of creation and truth which is the top from every beauty. Beauty is one of the cause of grow and strong faith.

Al-Qowam books are publishing media which have two target market categories, first target is general market, they are book readers with moderate background and tend to soft, and not too count on visual elements which in cover book design, for them the important things is the good content and purchasable price, and the second target is special market, which where they are readers oriented on certain *madzhab*, participate pay attention on using picture to cover book visual abovementioned, especially on using illustration element, actually this is positive case because there are still several groups participate appreciate a book from its cover book design, although in their own way.

Despite from pro and contra to religion cover books design, hopefully Al-Qowam publisher, especially for the designer so that more capable to manage both market segment needs by applying as specified rules, such using of elements which in cover book likes:

Illustration

The used of illustration should not contain problematic elements such, (in analysis table of visual language) both the use of photo and picture, show human face completely, animal, part of women body, and certain objects such wax, doll, etc.

Typography

Must be creative in compositing the using of font, and avoid used of fonts such „T“ font character like cross, etc.

Color

Using good color is must, and grayscale principals must appropriate with whole visual element and don't too much or crowded, still keep consistency of using a few color.

Layout

On layout or structuring between visual elemen one with another must kept the rhythm and unity as established one design harmony is not only beauty aesthetically and good looking, but function properly. Set visual element which in cover book must good and right so that every single message can be communicated to potential readers obviously, quick and efficient. So with the visual style which covering text and visual elements structuring, such on using of book layout, magazine something like that will be used in this cover book adjusted with the character target audience too. The point is layout must Islamic.

After whole design was made with consider 4 elements above, then needs keep consistency characteristic of Al-Qowam cover book design too so still has different characteristic between one Islamic publisher with the others, this shows publisher identity too.

In this research author feels that any contained is not completely perfect yet and still so many things need reviewed, so that the study of related consumers interest and design in Islamic books still need to explored deeply, so those implicits can be known and benefit for the next research.

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