

Making “Si Mbah” Illustrational Asset for Whatsapp Stickers Need Using MDLC Method

Risqi Dwiarto¹, Argiyan Dwi Pritama², Ilham Albana³

¹ Informatics Department, ² Information Systems Departement, ³ Information Technology
Departement Amikom University, Purwokerto, Central Java, Indonesia
Email: ¹risqidwi65@gmail.com, ²argiyandwi@amikompurwokerto.ac.id,
³ilhamalbana@amikompurwokerto.ac.id

ARTICLE INFO



History :

Submit on 16 January 2023
Review on 19 February 2023
Accepted on 28 February 2023

Keyword :

Sticker Animation,
Communication,
MDLC,
Mobile,
WhatsApp

ABSTRACT

The rapid development of technology in the current era of globalization has brought many advances in various social aspects. The popularity of mobile devices as a means of communication has increased in recent years due to their high mobility. Currently there are many applications *Messenger* which has spread to the general public using messaging applications to send messages in the form of text, audio and even files and videos. Verbal communication when chatting is prone to emotional misinterpretation, not infrequently a joke is interpreted as something serious so that miscommunication occurs. Not infrequently misunderstandings like this will have an impact on tenuous relationships and feelings of discomfort. Using informative and attractive visual media can definitely make people read carefully and understand the audience better. Thus it can be concluded that the use of animated visual media labels with the MDLC method can make it easier for the audience to receive information that is clearer and easier to understand.

© 2023 Author

The copyright of this article belongs entirely to the author

Corresponding Author:

Risqi Dwiarto (*it can be fill if you have a corresponding author for this article*)
Faculty of Computer Science, Informatic Department, Amikom University, Purwokerto
Email: risqidwi65@gmail.com

INTRODUCTION

The rapid advancement of technology in the current era of globalization provides many benefits for society at various levels. These technological advances are likely to have a significant impact on human needs and everyday life in relation to information and communication that is available using technology by humans to help people do their jobs which is important for everyday life [1]. In recent years, due to increased mobility, these technological developments have had to be complemented by advances in human resource management as the use of mobile devices has increased. One of the fastest growing mobile devices is the smartphone that almost everyone has. Mobile phones, which originally functioned as a means of communication, now offer more than a multitude of functions [2].

Communication is a basic human need. In addition, daily life certainly requires communication with the environment including parents, neighbors, friends and relatives. Through communication, it can be conveyed to those around us what we want to convey. The need to communicate offline, even online. The development of information and communication technology that supports this is one of the solutions. WhatsApp, Line, Twitter and Instagram are very popular means of communication in cyberspace for ordinary people [3].

Currently, many applications *Messenger* which is popular in the world. Parents and teenagers are now familiar with the internet and its many gadgets. Many people use *Messenger* as a means of communication. Application *Messenger* makes it possible to send messages in the form of text, voice, even files and videos. In development, founders, application makers, and developers compete with each other to improve functions and facilities to increase customer convenience and get customers [4]. Stickers are detailed sketches of characters that represent emotions, feelings or actions you want to take in communicative activities. Communication is a symbolic process. Stickers can express the feelings of the message sender [5].

WhatsApp is an application *Messenger* which is similar to the application *Short Message Service* (SMS), it's just that it uses internet data instead of credit. WhatsApp was founded in California City in 2009 by Brian Acton and Jan Koum [6]. They are former employees of Yahoo which is a well-known technology company. In the early stages of WhatsApp development, many obstacles made Jan Koum almost give up. But his efforts were not in vain. Jan Koum succeeded in developing the WhatsApp application for iOS on February 24, 2009 under the name WhatsApp Inc. [2].

Verbal communication in chat can be emotionally misleading, and it's not uncommon for jokes to be interpreted as serious and misunderstood. Such misunderstandings often lead to fragile relationships and insecurities. Twitter is often a hot topic, as are conversations between students and teachers where there are alleged misunderstandings. Misinterpreting messages sent by students evokes the emotions of lecturers and questions student ethics [7]. A media with its own network clearly does not convey impressions and emotions. Now there is a feeling of welcome in the voice in the form of tone of voice, facial expressions, gestures, etc [7].

A sticker is a detailed graphic design of a character that represents an emotion, feeling, or action you want to take in a messaging activity. Communication is a symbolic process [5]. Stickers can express the emotions of the message sender. Through WhatsApp stickers, people communicate the symbols identified in the stickers as an expression of what they feel but are not understood by others [8]. Non-verbal communication through stickers. The sticker itself can function as a powerful tool for internet users to communicate with fellow users, reducing misunderstandings in interpreting the message that internet users want to convey. Indirectly, the symbol or the transmission of the symbol indicates that the user has chosen an emotion based on mutual agreement. Sticker

images in most formats for WhatsApp are loved by today's millennial generation. All ages can use humorous images that include celebrations, satire, and modern activities [5].

Based on the background above, the author worked on designing siMbah stickers, using an application *Messenger* as a visual communication tool in the form of images that can be used in the WhatsApp chat system itself and also express emotional feelings or actions. in communication activities [9].

METHOD

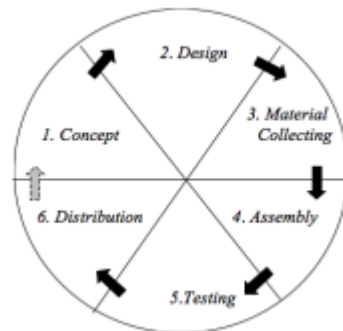


Figure 1 MDLC Multimedia Development Stages

The method used for system development in this study is the Luther concept, namely *Multimedia Development Life Cycle* (MDLC) consists of six phases viz concept, design, material collection, production, testing and distribution. The six steps actually do not have to be sequential, they can be exchanged. The type of research that should be used always depends on the problem being investigated, not the type of research that first defines the problem and then defines the problem. because research is done because of a problem [10]. Of course, the reasons for choosing a method lie in the research questions, research objectives and appropriate research procedures, expected results and suitability for the target group or research conditions [9].

Material collection is the stage where materials are collected according to processing requirements [11]. These materials include looking for references for character illustrations, sketching illustration assets by observing, imitating, and modifying (ATM). This phase can run parallel to the production phase. However, it is also possible that the material gathering phase and the production phase are linear, not parallel.

The manufacturing or production stage is the stage of producing all multimedia objects or materials. Making stickers based on a sketch of a picture, emphasizing the outline and tidying it up, then giving it an attractive color and then making a short animation or often called a gif animation.

The testing phase is carried out after the creation stage is complete by running the gif animation and seeing if there are errors or not.

The distribution stage is the stage where all production results are distributed, at this stage the label design is stored in the data carrier. This phase can also be called the evaluation phase for the development of finished products to improve them. The results of this evaluation can be used as input in the next product concept stage, namely. by uploading stickers to WhatsApp *Messenger* and then distributing it.

RESULTS AND DISCUSSION

1. Draft

The design of siMbah character stickers uses important basic concepts to make them easily recognizable. The following are some important concepts in character design:

1. Visual Style Determination, choosing a visual style that suits the character and purpose. Visual style can include aspects such as realism, cartoon, anime, fantasy or sci-fi.
2. Unique Attributes, adding special attributes that make the character stand out more and be easily recognized. These can be physical features, such as striking hair or tattoos, or non-physical attributes, such as accessories or special skills.
3. Color and Value, choosing the right color can have a big impact on character. Color can help communicate personality, mood or additional information about a character. In addition to color, consider the values (brightness or darkness) in your design to create an interesting contrast.
4. Consistency, it's important to maintain consistency in character design, especially if you have several characters in the same story. Keep design elements such as body proportions, styling, and colors consistent so the characters look aligned.

2. Design

Design or design is the stage of making specifications regarding character illustrations that will be made including sketches based on reference searches which are then observed, imitated, then modified, material requirements for illustration assets. After the concept stage is carried out, a clear picture of what must be done After that, think about how to form the design.

3. Collection of Materials

The stage of collecting materials or resources used in animation or character design. These resources are materials, images or animations that you can create yourself or take from existing materials. As for the collection of materials used to make the character siMbah:

- 1) The resulting reference search is then retrieved and processed according to the needs of the design concept [12].
- 2) Sketches, advance planning and planning sections are effective in directing and determining planning results [13]. Sketches help solve problems and find solutions. In the sketching process, you can test various approaches and design alternatives to solve the problem at hand. Sketches make it possible to see and understand better those aspects of the design that need to be changed or improved. Sketches also play an important role in planning and scheduling. In more complex design processes, sketches are used to plan workflows, arrange layouts, and determine the steps to be taken in implementing the design.

4. Making

The production stage is the stage where all multimedia materials or materials are processed. The gif stickers are created from the design stage. At this stage, all the sketches that have been made will be combined into one complete animation that can move and be repeated according to the frame [14]. This stage uses several software such as the Paint Tool SAI application,

CorelDraw, and Adobe After Effects. This stage is the stage of making all multimedia objects based on the designs that have been made before. Paint Tool SAI as *tools* sketch and coloring sketches, CorelDraw is used for tidying up sketches, Sticker Maker is for distributing animated stickers which will then be uploaded to the WhatsApp application and Adobe After Effects is used to animate designs that have been made.

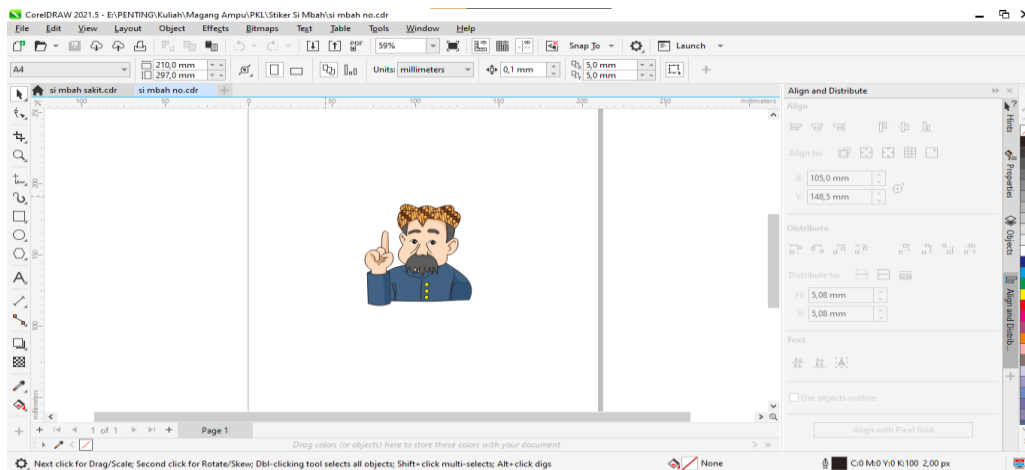


Figure 2 Arrangement of Illustration Asset Sketches

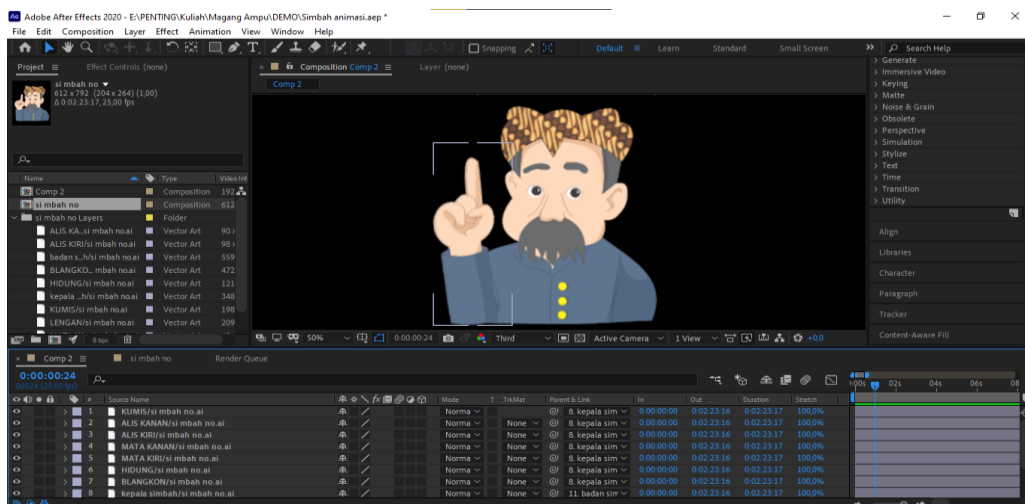


Figure 3 Animating the Design That Has Been Made

5. Testing

This test is the stage where the video is played back to see if there are errors or not. The first phase of this test is called the alpha phase, in which the manufacturers themselves carry out this testing. After passing, beta testing will be carried out with end users [15].

6. Distribution

This stage begins with saving the "siMbah" gif sticker package on a storage/distributed media such as uploading it to WhatsAppMessenger through a third party called 'Sticker Maker' then distributes a link in the form of a "siMbah"

CONCLUSION

The conclusion from the research above with the title "MAKING OF MBAH'S ILLUSTRATIONAL ASSETS FOR THE NEED OF WHATSAPP STICKERS USING THE MDLC METHOD" is as follows application usage media *Messenger* used as a visual information medium in the form of an image that can be applied in a chatroom system that is in WhatsApp itself and is also used to represent emotional feelings or actions that you want to do in messaging activities. The application of the multimedia development life cycle (MDLC) method to educational media using animated stickers is considered appropriate, starting from the six stages of the concept selection process, planning, collecting the required aspects, preparing material, prototyping, testing the prototype. to the distribution stage Using animated stickers as teaching tools and instead of text or verbal information offers opportunities for greater public acceptance and can be easily distributed independently. Certainly useful for the community as a source of visual education that is educational and informative for the wider community.

ACKNOWLEDGEMENT

The author expresses his gratitude for the assistance of Amikom Purwokerto University which has provided the opportunity to use the multimedia laboratory, and to all lecturers who have guided in building this learning platform.

REFERENCE

- [1] M. Social, S. Rhetoric, V. Pada, S. Line, and D. A. N. Whatsapp, "instant messenger," pp. 1–16.
- [2] T. K. Roosyidah and P. Febriana, "Analysis of Whatsapp Stickers as a Symbol in Communication Among Seniors (Whatsapp Large Family Group of Fishermen Police Dormitory (Arnel)," *Expression and Perception J. Communal Sciences.*, vol. 5, no. 2, p. 181–190, 2022, doi: 10.33822/jep.v5i2.4332.
- [3] R. Purba, R. Prayogi, and S. Andini, "Friends of UPU Whatsapp Sticker Design as a Promotional tool of the Main Potential University. 1, no. 1, pp. 1–16, 2021.
- [4] A. Rosyadah, "Sticker Design Design *Messenger* Themed Line Application "Season in Indonesia", *Communal Design. Vis. Scouting Basics. for Beginners*, vol. 1, no. 5, pp. 484–492, 2017, [Online]. Available: <https://ejournal.unesa.ac.id/index.php/va/article/view/20643>
- [5] Y. D. Puspaningrum, Y. Wirawanda, and S. I. Kom, "Representation of the Masculinity of 'Bts' Sticker Characters on the Whatsapp Application *Messenger*," 2022, [Online]. Available: http://eprints.ums.ac.id/id/eprint/100209%0Ahttp://eprints.ums.ac.id/100209/2/NASKAH_PUBLIKASI_YULIA_DYAH_PUSPANINGRUM_L100170191.pdf
- [6] B. Asran, P. Stud, F. I. Communication, and U. I. Riau, "FOUNDATION OF ISLAMIC EDUCATIONAL INSTITUTIONS (YLPI) RIAU RIAU ISLAM UNIVERSITY FACULTY OF COMMUNICATION SCIENCES Use of Stickers in the Whatsapp Application in Interpersonal Communication Lecturers of the Faculty of Communication Sciences, Riau Islamic University, Pekanbaru City".
- [7] M. Willis, A. Khusairi, and S. Yazan, "Minangkabau Style Whatsapp Stickers:

- Semiotic Analysis,"*J. Researcher. Sej. And Culture*, vol. 8, no. 2, pp. 180–196, 2022, doi: 10.36424/jpsb.v8i2.328.
- [8] N. T. Daniati, "Digital Artifact Design of Whatsapp Sticker Themed Local Wisdom With Atomics Approach,"*the decades*, vol. 1, no. 1, p. 10–19, 2021, doi: 10.24821/dkv.v1i1.5705.
- [9] W. Hartayu and I. Albana, "E-learning as a Learning Media in the Form of Educational Games for Elementary School Students," vol. 2, no. 1, pp. 1–9, 2023.
- [10] D. Nurdiana and A. Suryadi, "My Indonesian Culture Game Design Using the Mdlc Method,"*J. Pick*, vol. 3, no. 2, p. 39, 2018, doi: 10.31980/jpetik.v3i2.149.
- [11] W. R. L. Paat, R. H. Pardanus, K. T. Wibowo, and J. A. Simboh, "Designing and Making Documentary Videos on Cultural Preservation in Tomohon City," vol. 1, no. 19, pp. 528–541, 2021, [Online]. Available: <https://ejurnal.unima.ac.id/index.php/edutik/article/view/2922>
- [12] J. G. Dwiagmi and H. Purwoko, "The Influence of Pinterest and Instagram Online Media on Architectural Design Student Learning,"*Semin. Nas. ENVISI 2020 Ind. Create.*, pp. 168–174, 2020.
- [13] M. Nurcahyo, "Study of the role of sketching in the creative process and design education (The case of design learning experiences in the digital era),"*CROSS SPACE J. Knowledge. and Francec. Inter Design.*, vol. 10, no. 2, pp. 86–97, 2022, [Online]. Available: <https://journal.isi.ac.id/index.php/lintas/article/view/7199>
- [14] J. Pratama and R. I. Putri, "Design and Implementation of Animated Sticker as an Educational Media Regarding Covid-19 Using the Mdlc Method,"*sci. Tech J. Science. and Technol.*, vol. 7, no. 2, pp. 1–12, 2021, doi: 10.30738/st.vol7.no2.a9190.
- [15] N. Hasanah, "Video Tutorial Design for Keyboard Learning for Beginners Using the MDLC Method,"*Telcomatics*, vol. 6, no. 2, p. 67, 2022, doi:10.37253/telcomatics.v6i2.6357.