PERANCANGAN ILUSTRASI KARAKTER NOVEL ADAPTASI TRADISI DENGAN PENDEKATAN ETNIK INDONESIA : BATIK PARANG

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ABSTRAK

Ilustrasi karakter merupakan salah satu elemen penting dalam pembuatan karya visual, khususnya untuk kebutuhan animasi,komik, dan media kreatif lainnya. Perkembangan desain karakter di dunia sudah sangat pesat, berbeda dengan di Indonesia yang masih terbatas, khususnya dalam mengangkat nilai budaya lokal. Novel *The Devil Who Tamed Her* karya *Johanna Lindsey* dipilih sebagai sumber adaptasi karena memiliki kekuatan pada pengembangan karakter dan latar cerita. Proyek ini merancang ilustrasi karakter adaptasi novel tersebut dengan menggabungkan budaya Jawa, terutama penggunaan motif batik Parang sebagai symbol identitas budaya. Metode perancangan dilakukan melalui studi pustaka kualitatif deskriptif, mengumpulkan referensi dari buku, artikel, dan visual terkait, kemudian di terjemahkan ke dalam bentuk ilustrasi digital. Hasil perancangan berupa artbook berukuran A4 yang memuat desain karakter, kostum, aksesoris pendukung, dan latar tempat yang menggambarkan pengadaptasian budaya eropa pada era regency ke etnik kraton Jawa. Diharapkan artbook ini dapat menjadi inspirasi, referensi visual, dan media pengenalan budaya batik Indonesia.

Kata Kunci : Ilustrasi Karakter, Adaptasi Novel, Batik Parang, Artbook

CHARACTER ILLUSTRATION DESIGN FOR A NOVEL ADAPTATION WITH AN INDONESIAN ETHNIC APPROACH: BATIK PARANG

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ABSTRACT

Character illustration is one of the essential elements in creating visual works, particularly for animation, comics, and other creative media. The development of character design worldwide has grown rapidly, in contrast to Indonesia, which remains limited, especially in incorporating local cultural values. The novel The Devil Who Tamed Her by Johanna Lindsey was chosen as the source of adaptation due to its strong character development and rich setting. This project designs character illustrations adapted from the novel by integrating Javanese culture, particularly the use of Parang batik motifs as a symbol of cultural identity. The design process was carried out through a qualitative descriptive literature study, collecting references from books, articles, and visual sources, which were then translated into digital illustrations. The final outcome is an A4-sized artbook containing character designs, costumes, supporting accessories, and backgrounds that portray the adaptation of European Regency culture into the aesthetics of the Javanese royal court. This artbook is expected to serve as inspiration, a visual reference, and a medium for introducing Indonesian batik heritage.

Keywords: *Character Illustration, Novel Adaptation, Parang Batik, Artbook*