UNIVERSITI TEKNOLOGI MARA

DIGITAL STORYTELLING BOOK

APPROACH ON TOK GAJAH HISTORY

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BIN JAMALLUDIN

Thesis submitted in fulfillment of the

Requirements for

Bachelor Degree (Hons) In Graphic Design

Faculty of Art & Design

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CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6th February 2022 to conduct the final examination of *Mohamad Akmal Bin Jamalludin* on his Bachelor Degree (Hons) In Graphic Design thesis entitled *("Studies of Digital Storytelling Book Approach on Tok Gajah History")* in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Illustration digital storytelling book publishing will give benefit to all the readers. The publication of a Illustration book approach on Tok Gajah history will provide the information to the public either book lover or history lover about this history figure which is one of the independence fighter for the our country to achieve the independence from colonialism. History is subjective, there are some people like to get more knowledge about it and there are people who think history was not very interesting matter. Nowadays, based on the observation of researchers see what happens to people around in Malaysia, People are more likely to follow and know the trending thing than knowing things that have long been as historical story. To make history become attractive and more relevant for current generation, which is by making digital storytelling (E-book) with illustration elements one of the strategies to make history become more interesting and follow nowadays trend. The problem for these issues was about the suitable of ideas which is the readaptation story one of history figure such as Tok Gajah as Digital illustration book. The book will be the reading material to increase the knowledge and exposure about Tok Gajah history to the public knowledge. The concept and layout design of the book will play the important role to get the attention of the reader and effectiveness to understanding the story contained in the book. The drawing style of illustrations for the book also effect the readers, because it will be the main interest point for the readers. The research was conducted using several methods such as quantitative and exploratory method to fill the data collection.

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