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EMBRACING CHANGE: EMANCIPATING THE LANDSCAPE OF RESEARCH IN LINGUISTIC, LANGUAGE AND LITERATURE

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DON'T TOUCH MY NO-NO SQUARE

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ABSTRACT:

'Don't touch my no-no square', is a children's pop-up book about the prevention of sexual harassment. This book is to enlighten the knowledge of one of the more taboo topics that have been a problem for centuries, by teaching the younger generation about sexual harassment, ways to avoid becoming a victim and to ask for help when needed. The process of making the book starts with deciding the target audience, drafting a story for the book, designing characters, making a prototype of the pop-up book, designing the actual product and promoting the final product. A questionnaire had been given to the public about their thoughts on the product and if it would be beneficial for the target audience. Based on the results, about 66 respondents answered the questionnaire and based on the results, 98.5% of them found that the book would do good for the children while the rest said otherwise.

Keywords: Prevention, Sexual Harassment, Taboo, Younger Generation, Pop-up Book

1. INTRODUCTION

As the years passed, the normalisation of sexual education has been scrutinised by the older generation. The topic is still a bit of a taboo, especially sexual harassment. This situation does not happen once in a blue moon, it occurs every second. It could even happen to your loved one or someone close to you. Sexual harassment could happen to anyone, there is no age limit to this. That is why the future of the generation should learn about this topic and not be ashamed of it because it is the reality we are living in. That is where this project comes to play. My brand, SanLing Enterprise has released a book entitled, 'Don't touch my no-no square!' is a children's pop-up book about the prevention of sexual harassment. Children are easily the target of sexual harassment without even knowing if it is right or wrong. This book is in story format, with adorable mushroom characters as a medium of storytelling as children are easily entertained by fantasy-inspired creatures.

This book would appear in physical form because it would be much more enjoyable for children to have a hands-on feel for the book. Every page of the book has a pop-up mechanism that allows the characters to come to life in a way that could catch the attention of children when reading the book. There would be interactive parts in the book when reading the story.

1.1. Project Objective / Purpose

The main purpose of this project is to teach children about what sexual harassment is and how to prevent them from being a victim towards it. The issue is told in a story format so that the children would feel comfortable. The objectives, however, have the following goals: To inform the dangers of sexual harassment, to teach the children to speak up about sexual harassment

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without fear of being shunned by others, to learn how to prevent being the victim of sexual harassment/ abuse, and to give a few ways how to get out of scary or unpleasant situations.

1.2. Entrepreneurial Opportunities

The entrepreneurial opportunities of a project are aimed to generate some sort of profit to make the project successful. This project's objective is to accomplish these three goals which are long-term satisfaction, networking and profitability.

The first entrepreneurial opportunity is long-term satisfaction. To achieve long-term happiness, the products that SanLing Enterprise produces, in this case, children's books, should be up to the expectation of the parents or teachers. The quality of the book, the affordability and also the content for the children to consume. If the book is favoured by the majority of parents and teachers, the book would be recommended to other adults via word of mouth or social media. The number of purchases and recommendations made by consumers would lead to future collaborations with more prominent brands. Furthermore, the brand could be able to work with well-known book publishers or able to branch out my brand to an international scale.

Next, networking is one of the essential steps of them all. This is because it is about making sure that the business can become a success. With the consumers' long-term satisfaction and support, networking would make it easier for the business to venture further. The customers who are satisfied with our products would help promote our products and spread our brand name to more consumers. It requires a lot of time and effort from both parties, the business and the customers. The products would be promoted on the brand's main site, such as Instagram, Shopee, Lazada and Facebook marketplace. Not only promoting the main page of the brand, with the satisfaction of customers, but they would also willingly introduce the products and business to other people. It could widen our influence on new customers and maintain a strong bond with existing customers.

The third point is profitability. To ensure that the business will continue in the long run, it should be able to generate some profit, so that it can make up for the time and effort put into the project. For this project, however, it is possible to generate some profit from it. Although it may take a while to generate some steady income because children's books do not grow popular overnight. Physical children's books would take quite a while to reach the market's high demand for the product. This project is not mainly profit-driven because the main purpose of the books is to create awareness for the children to learn about sexual harassment and ways to prevent it.

2. METHODOLOGY

It takes time for this project to happen and several trials and errors when curating the general idea and flow of the project. The methodology of the project starts from the process of determining the target audience, drafting a story for the book, designing characters, making the prototype of the book, making the actual product and ending with the promotion of the product.

2.1 Target Audience

First, the process of completing the project is by determining the target audience of the product. A target audience refers to the main demographic that the product is for, which may be identified by age, gender, interests and so on. That leads to more questions. Who is it for, which demographic, what do they get from this product, and is it a long-lasting product? These questions were asked by my supervisor, Mr. Izuan, so that I could narrow down the correct demographic and it would be easier to find a topic for the project. I have decided that my product would be a children's book that caters to children from the age of 6 to 13.

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2.2 Story Draft

Second, drafting a story for my children's pop-up book. To create a good story for any book, forming a draft is always the first step. It took many trials and errors but I have finally decided to make the story in a poetry style. It would be easier for the children to read it without feeling as though the content is too wordy and boring. The story is inspired by Dr Seuss's children's book and how the writings are not too long and are accompanied by cute illustrations. The process of making poems that are not too difficult to understand for toddlers is quite challenging but after a few editing, I have finally completed the story for the book.

Pitter-patter, the sound of footsteps
'Slow down, children, mother said.
Two, or three little steps
The children happily giggled while running ahead.
Mother was busy weaving
Out in the garden of blue
Where? Why, they don't have a clue?

Text 1: Example of stanza 1

2.3 Character Design

Third, the process of designing suitable characters for the story. The process of creating the characters took quite a while because it was challenging to find inspiration from things around us. The uniqueness of a character is important so that it is easily recognisable to the readers. The first inspiration for one of the characters is from Pelagia noctiluca, or in simpler terms, a pink jellyfish. I found that constantly drawing a bright-coloured jellyfish tends to strain the eyes, so I decided to choose another type of inspiration. This leads to the second attempt, which is inspired by mushrooms. These new character designs were adorable and does not hold any malice although it has a dark colour palette.

Figure 1: 1st character design based on a jellyfish

Figure 2: 2nd character design sketch based on mushrooms

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2.4 Book Prototype

Next, the making of the pop-up book prototype. After creating the story's final draft and character design, the book prototype has finally begun to be pieced together. It took lots of practising to get the pop-up mechanisms to work. Most of the technics of pop-up folding are referenced and inspired by Youtube and Pinterest.

Figure 3: Prototype

2.5 Actual Product

The final product of the book is formed, which includes the text of the story and the pop-up illustrations for every page along with the illustration for the book cover. Everything is handmade as it is a self-produced product with no official book publishers or manufacturers. The book would be in A4 size because it would be easier for children to hold it, have better interactions with the pop-ups and it would constantly catch the children's attention.

Figure 4: Book Cover

2.6 Promotion

Lastly, for further engagement of potential customers to acknowledge the brand and its products. With the help of the modernisation of technology, online platforms or social media have become hot spots for businesses to venture out and be able to get connected with people of different ages. Although the products' main target audience is children aged from 6 to 13 years old, adults are the ones who will purchase the product for them. With the help of the algorithm on social media platforms, it could shift people's attention to the brand's content and products. Therefore, this part of the process is important in order for the project to achieve its goal. The official Instagram page also posts past customers' feedback on the products in the highlight reels and contact details on the page description for any inquiries.

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Figure 5: Lazada page

Figure 6: Instagram page
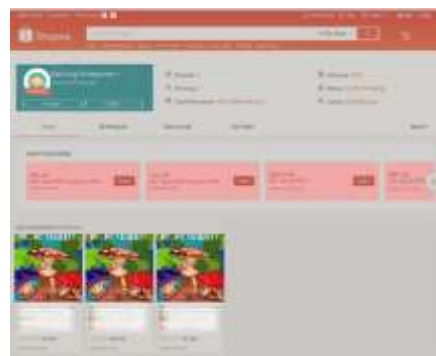
Figure 7: Shopee page

3. RESULTS AND DISCUSSION

The results and outcomes of the project have been collected within the weeks of preparing the project, which are listed below.

3.1: Questionnaire

The questionnaire is made in Google Forms and it was targeted at young adults or adults who have children. The questionnaire consists of 3 sections. A total of 66 respondents answered the questionnaire and the results are recorded in different pie charts.

3.1.1 The first one is about the storyline of the book. The respondents were asked about their take on the storyline of the book and whether it is suitable for children or the opposite. Located on the left slide of the screen are the results based on the survey. The majority of the respondents

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gave positive feedback on the storyline. They stated that the poem format is easy for the children to read. Two participants said that the children would find it difficult to read, due to the level of English that the book has.

Figure 8: Storyline

For the outcome of this section, there were minor adjustments made in the language aspect of the book. Simple English were used instead of bombastic words. It ensures that the children can easily understand the book's content without feeling intimidated.

3.1.2 The second part of the survey is about design, such as the design of the characters, the functionality of the pop-up mechanisms and the interactive designs of the pop-up. Based on the graph on the left, the majority of the participants liked the designs and pop-ups in the book but there was one respondent that found the colour palette of the characters to be unappealing and interactive pop-ups to be confusing.
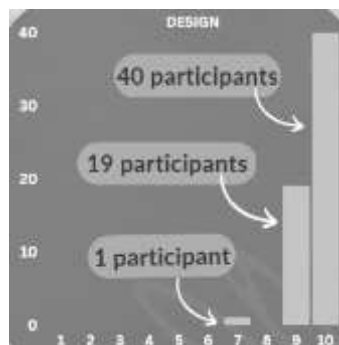

Figure 9: Design

For the outcome of this section is that the colours were unaltered (dark colour palette) because it fits the serious theme of the book. Children are smarter than they look, they could figure out how to operate the tabs on the book. Therefore I included additional tabs that were made for more interactive activities instead of making the book simpler. These activities could stimulate the child's brain.

Figure 10: Final Character Design

3.1.3 For the overview of the book, the majority gave positive feedback. The book was enjoyable. As said by one of the participants, the book was different from other children's books

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and it was creative. Learning about sexual harassment does not have to be for when you get older, learning early would have its perks and might save one's life from further damage through the emotional, physical or mental state. Although there were some disagreements on the colour palette to make it suitable to the theme of the book, it should remain the same.
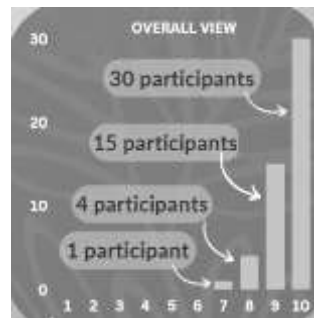

Figure 10: Overall View

4. CONCLUSION

Finally, to conclude with the points given from each of the points stated, the project will proceed to excel shortly as time, effort and knowledge gained from all of the research for the project can succeed. Up to this point, my brand has gained quite a following and many clients. SanLing Enterprise managed to have a positive reputation for customer service and they would get immediate feedback from the business. Parents could give feedback on the product and how their children favour them. The business has been getting good reviews so far, which makes this project quite successful.

ACKNOWLEDGEMENT

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