

# HOW TO USE ICONIC IMAGE ILLUSTRATION TO INCREASE SELLING VALUE OF FICTION WORKS

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## ABSTRACT

*This research aimed to find out how to use iconic images illustration to increase selling value of fiction works. The theoretical basis of this research was visual communication design, illustration, color, and semiotics. The method used in this research was qualitative research by doing interviews with experts who are experienced in publishing and illustration field. Another method used was observing children and fiction books which use iconic image illustration to attract consumer's interest in order to increase books sales. The results of this study show that fiction books with iconic image illustration images have the positive response from consumers who show their interest and desire to buy them. Moreover, these results are expected to be useful for the creative industry, especially the sub-sector publishing industry when designing illustrations to be used in a book.*

**Keywords:** *iconic image illustration, selling values, fiction works*

## INTRODUCTION

Along with the growing potential of creative industries in Indonesia, the book industry in Indonesia continues to grow each year. Data from the Indonesian Publishers Association (IKAPI) shows there are 33.199.557 copies of the book sold in Indonesia throughout 2013. Based on that data, the following categories contribute to the greatest book sales numbers in Indonesia; Fiction/Literature (adults, children) book is 36%, Religion book is 13%, Education (lessons) book is 13%, References and Dictionaries is 9%, others book is 31%. The last category (Others) consists of various categories that also contribute significantly to the sales numbers, each contributing approximately 2% to 5%. They are Business and Economy, Computers and Internet, Self-Development (Motivation), Social Sciences, Food, and Agriculture (Profession/Hobby).

Based on that data, it can be seen that there is a huge growth in the world of books, especially in the field of fiction. This causes a tight competition between publishers, especially in bookstores where publishers compete directly to attract consumers' attention. According to a simple survey conducted by Goodreads.com by questioning readers for a reason to buy a new novel, most of the answers are because they are interested in its cover. Indeed, we often hear the proverb 'Don't judge a book by its cover'. This figuration actually shows the wisdom that people should not judge others only by their appearance. However, it also implies the underlying meaning of the proverb denotatively, that there are still many people who buy a product, including buying books, because they attracted to its cover design.

The statement above is not without foundation. From the results of the interviews done with expert users in publishing (editor, illustrator) and extreme users (reviewers, book bloggers), it is known that all elements on the front cover of a book should be carefully designed in order to raise consumers' interest. As a packaging, the front cover plays an important role in influencing the