

Cartoon in Form, Function and Meaning Perspectives in Bog-Bog Bali Cartoon Magazine

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The existence of cartoons in a printing media is a supplement that can even show other side in delivering self mission as social condition indicator of society currently. In its development, a cartoon is not an illustration of this media only, but also more dedicated to an opinion and it can even be a promotion media from a product which would like to be presented in this printing media. Thus, the existence of cartoon, a media can improve its role by presenting a more complete menu within simple, humorous drawing language and can attract attention; even a cartoon can speak thousand words.

Keywords: Bog-Bog, cartoon, form, function, and meaning.

With the existence of first cartoon magazine that has character of Balinese cultural values, namely Bog-Bog Bali Cartoon Magazine with its registered office at Jalan Kedondong I No. 3, it is expected to be able to improve the role of cartoon itself in which the publication of this magazine basically is aimed at a guidance of 'Your Funny Guidance in Bali' for domestic and foreign tourists. In accordance with its development, this magazine is no longer as the tourism guidance in Bali in specific, but it is also a knowledge related to Bali area which is full of social condition in it. It is also a promotion media for companies that have certain products or services.

Observing from the visual point of view, Bog-Bog Bali Cartoon Magazine's performance is unique enough with specific character of Balinese cultural value nuance. It is seen from the appearance of human figures as the illustration of this magazine. As a dominant illustration, it is presented within Balinese character attribute. The text presentation criticizes the condition and situation of Bali at this moment in terms of both formal and informal text.

With a promising prospect and prediction, this magazine has conducted any efforts to promote itself, with both its visual communication design and a collaboration with companies or book wholesalers and the

like, especially in Bali. The characters of form, function and meaning are the prominent appearance of this magazine which make it ready to compete with its local, national and international competitors.

In data collection in order to know the form, function and meaning of cartoons which is used as a visual advertisement in Bog-Bog Bali Cartoon with literature review method is finding additional materials and written sources. They can be divided into books and scientific magazines, sources and file, private documents and official documents. In this case, the writer observes and records the symptoms and phenomenon systematically related to study variables. In this case, the observation and records are on how characteristics of form, function and meaning aspect of cartoons as one of visual advertisements in Bogbog magazine. The emphasize of this method analysis is based on features, object character which is done factually, and described in detail so it can obtain the answers of having values/meanings and function as well as form of cartoon.

The objective of this research is to know the characteristics concerning the existence of cartoon in terms of form, function and meaning perspectives whose message in its function as advertisement or illustration can be understood.

LITERARY REVIEW

History of Bog-Bog Bali Cartoon Magazine

BOG-BOG Bali Cartoon Magazine is a smart idea which was born from the initial thought of Putu Ebo and Jango Pramarta supported by Cece Riberu and Surya Dharma for their thoughtfulness of the nation condition and prolonged crisis in Indonesia. Post reformation, the expectation and dream are temptations to imagine, as prior reformation goes, creativity is so under pressure. Hegemony and repressive conditions are so strong to color the life cycle and the generation of the nation. The country has not just expressed the jargon of "Latent danger posed by the communists" but also it has been brave to say the jargon of "Latent danger of Cartoonist."

The reformation goes by and it causes a new hope for all Indonesian society. All society hope for the existence of better nation and state condition improvement. However the expectation is only beautiful in the dream. When the eyes open and the legs hit the earth, the reality has its own logic. The expectation does not match the reality. Mass riot, corruption and conflict take place horizontally and vertically and even more the economics which is 'being given infusion'. In this unstable condition, on April 1, 2001 Made Bogler appeared. He is a *resi* with holy book of BOG-BOG Bali Cartoon that has a mission "With Lie We Make the Nation Healthy".

There are three healthy concepts thought by Made Bogler, first the society under a lot of stress will be entertained by the humor contained in BOG-BOG cartoon and they will have fresh thought will be healthy physically and mentally. If other media offer current political news which sometimes make people disgusted but BOG-BOG offers laugh as laughing makes healthy and happy to avoid serious stress. The second concept offered by Made Bogler is sarcastic critics to functionaries and bureaucrat. The third concept is to make Balinese culture strong in BOG-BOG cartoons, and it is expected to be able to give contribution to a healthy Balinese culture dynamism. (Source: *Katalog Umum*, 2nd Edition BOG-BOG Bali Cartoons Magazine, April 26th, 2003).

Cartoon

1. Definition of Cartoon

At the beginning, the word/term cartoon is derived from Italian "Cartoone" it means "A big sheet of

paper " (Peter and Linda Murray, A Dictionary of Art and Art, 4th Edition, Penguin Book, 1976., page 86). Or a sheet of cartoon where the theme and function of cartoon are based on the time development.

At the beginning, the word/term cartoon is derived from Italian "Cartoone" which means "A big sheet of paper " (Peter and Linda Murray, A Dictionary of Art and Art, 4th Edition, Penguin Book, 1976., page 86). Or a sheet of wide and big cartoon which is normally used by painters at that period to make human sketch described in funny deformation so that the term cartoon emerged.

The word "Cartoon" is derived from English which is called cartoon/caricature in Indonesia. Cartoon is a funny picture that has distortion and it is visualized in the form of cartoon that has critical and sarcastic characters in Editorial Cartoon terms (ornamental cartoon).

According to its history, a cartoon is a final step of drawing preparation in traditional studio at renaissance period. At the beginning of 1840s when studio practice's number was getting lesser and lesser, a cartoon suddenly has found its new meaning as satirical drawing. Kartim which is usually funny, is perhaps derived from the word (Italian) "Carn-care" which means giving additional, for example giving exceeding addition. The use of the word *Carn-care* is assumed to have something to do with the word "Carattere" which means character and was brought by Italian artist Bernini, a pioneer in caricature to French and introduced this form of art as "Caricatura" (Benton, 1970: 905).

In general the definition of cartoon and caricature can be differentiated. A cartoon is a drawing which shows funny scene as entertainment by describing its figure that underwent deformation, while a caricature is emphasized on describing the figures by distorting physical character, nature, movement of someone or a group of human, however both of them have similar nature or objective namely to satire the condition.

As conducted by A.G Pringgodigdo and Hassan Shadily defines a caricature as an exceeding drawing as a signal of love, nature, action or movement of someone, or a group of human with an intention of

teasing, insulting, in a humorous way, and the most field affected by a caricature is politics.

In the contrary, Ralph Mayer, said: A caricature is a satirical drawing which is obtained from a distortion of physical character of someone or by describing the weakness and shortcoming of someone, society, social and customs (Ralph Mayer, 1989: 64)

Thus, it can be concluded that the object of a cartoon undergoes distortion or deformation and has funny theme, strange on physical form and so on. One thing that makes it different from caricature is that caricature does not describe certain figure or a figure really exists (fictive). On the other hand, a caricature covers all of the above elements and emphasizes on critic or satire and shows certain figures.

2. A Review of Cartoon History

Encyclopedia of Work Art states that: a cartoon which is familiar with us through any media both printing and audiovisual ones (film animation) really has an old enough story. The experts found the oldest cartoon on a flat, an inheritance of the middle of 5th century BC in Italy. Then in fourth century BC in South Italy, an old cartoon that described Zeus Goddess, Hermes and Alkeme was found. An oldest cartoon like this was also found in Asia. On relief of Bharhut stupa which was created during the period of Sungha, a state of Madhya Pradesh, India there is also funny relief describing a giant that would like to pull his teeth assisted by a group of monkeys that bring big tweezers. In Japan an old cartoon describing human daily life was also found. It was symbolized in animals, this finding is the inheritance of Kamakura Dynasty 1185-1392 (1960:17-35).

In 1499, it was found a political cartoon entitled "*Le Rovers Du Jen Des Suysses*" (the lost of Switzerland game), this cartoon was made by a French artist but unfortunately his name was not recognized. This drawing shows a gambling table which was attended by Louis XII and Francis, Henry VII from England, king of Spain and Swiss noblemen (E.F. Bozman, 1958:100).

In Renaissance era, artists like Leonardo Da Vinci, in addition to painting he always conducted deformation study of human proportion that tends to a

caricature and has individual satire. Other artists at that time were Agostino Canaci (1557-1602) and Geovani Bernini (1598-1680). While in Germany, Hans Holbein in 1514 also made a well known caricature entitled "*The Epicure*".

These arts reached their popularity in England by the appearance of big cartoonists such as William Hogarth (1697-1764) in 1735 assisted by his influential friends and his own popularity they make the regulation of copyright through parliament to protect printing arts from plagiarist and duplicator. With this regulation, printing shops in England developed and also the workers of art who worked for them. Other British cartoonists who grew due to this good situation proposed by Hogart are Thomas Rowlandson (1756-1827). The most favorite themes at that time were weaknesses and discrepancy of social behavior. The artists who liked gambling often depended on the selling product of caricature to pay their debt.

The most popular cartoonist from the golden period of British caricature for their hard and brave works is James Gilh'ey (1757 – 1815). During his career she produced 1000 printed drawing, his specific style can be seen in his work "*The Union Club*" which was made in 1800. Other famous cartoonists at this period are Scotsman John Kay, George Townsend, James Sayers, Ricard Newton and George Cruikshank who were the most famous and glorious cartoonists for approximately 20 years.

The growth of these cartoon was getting more splendid with the publication of "*La Caricature*" magazine in 1830 established by Charles Philipon in Paris French. This magazine was prohibited by the government as it was considered as Republican people in 1834. With the closing of this magazine, then its activity moved into the daily magazine "*Le Charivary*" which was also established by Philipon in 1832. An extraordinary cartoonist and the two printed media which were considered as the biggest cartoonist was Honore Daumier (1808 - 1879) who was one of the first cartoonist in the world who applied lithography technique created by Aloys Senefelder. His works strongly criticized the hypocrisy of French government, lawyers, advocates and other that in his point of view they had misused their power, wealth and influence. His strongest and influential work made him into jail for 6 months by King Louis Philippe.

His fondness of the magazine like “*Le Caricature*” spread to England quickly and in 1841 a weekly “Punch” comic in London was established. His success caused more and more cartoons that ran periodically until the 19th century and gave new situation for comical and cartoon that started to be absorbed through weekly magazine mechanism, daily journal and their subjects varied based on editorial policy (Hill, 1978: 100). Due to the success of “Punch” in England, Kaspar Braun and Friedrich Schneider established “*Die Fliegende Blätter*” in Germany in 1845. A similar magazine was established in Germany such as “*Kladderadatsch*” (1848) in Berlin, “Punch” and after that “*Simplicissimus*” in Munich that produced great cartoonists such as Olaf Gulbransson, Bruno Park, Thomas Theodor Heine and Blix. These four cartoonists had a great role to make Munich city as the center of political cartoon for Europe especially the most attractive on the 20th century.

After the second World War, cartoonist’s profession had not been dominated by western countries but it has spread to all over the world. Many prominent cartoonists appeared such as Boris Efimov in *Izvestia*, Soviet Union (now Russian Federation). In England Victor Weisz (1913 - 1966) worked in *New Chronicle*, Norman Mansbridge in “Punch” and Leslie Illingworth in *Daily Mail Newspaper*. From America the names like Herblock (*Washington Post*), Fitzpatrick (*St. Louis Post-Dispatch*), Edmund Duffy (*Baltimore Sun*) and Bill Mauldin (*Chicago Sun Times*) were born, and they had been popular for many years in this field.

The next well known cartoonists generation were Patrick Oliphant (*Denver Post*), Paul Conrad (*Los Angeles Times*) Gib Crockett (*Washington Star*), Hugh Haynie (*Louisville Courier Journal*), Don Hesse (*St. Louis Globe Democrat*) and Guernsey Le Pelley (*Christian Science Monitor*).

Meanwhile, the existence of cartoon in Indonesia is still new. In 1930s, Bung Kamo was the first cartoonists of Indonesia who performed their works in daily newspaper “*Pikiran Rakyat*” by using nickname Soemini. After that prominent names such as A Sibarani (*Siasat Magazine*), Harmoko and Sam Suharto are caricaturists who appeared in 1950s (G.M. Sudarta, *Prisma*, V, May 1987., Page. 49).

Then, in the decade of sixties in various printed media such as *Terang Bulan*, *Gelora*, *Mekar Sari*, *Varia*, *Manager*, *Selecta* and *Minggu Pagi* appeared mono cartoon works (Mohamad Budiono), Subro (F.X. Subroto), Wiwiek (Herry Wibowo), Toem (Mahtum Mastoem), Pour (Yulius Pourwanto) and Teguh Santoso (Herry Wibowo, “Cartoon in FKY III : *Pakyo Masih Perlu?*”, Catalog of Art Exhibition FKY III, Yogyakarta, 1991., page.9).

After the G-30 S/PKI (Communist’s September 30th Movement) names such as Pramono in *Sinar Harapan*, G.M. Sudarta in *Kompas* and T. Susanto in *Tempo Magazine* started being popular. All these printing media published in Jakarta, while in Bandung names such as Sanento Yuliman. Hariadi S and Keulman who present their cartoon in “*Harian Kami*” and weekly publication “*Mahasiswa Indonesia*” emerged. In 1970s Priyanto Sunarto started to be recognized with his opinion in *Tempo Magazine* and F.X. Subroto in *Harian Kedauletatan Rakyat* and *Berita Nasional*, Yogyakarta.

In Indonesia the growth of cartoon and caricature run in balance, as cartoon and caricature are differentiated from figure description and their functions. The cartoon makes fictive figures, while caricature makes the truly existing figures. The function of cartoon is for entertainment, while caricature functions for satirizing.

3. Type of Cartoon

Political Cartoon is a cartoon that contains satire and critic concerning political problem. This critic can be in terms of social, economics, legal, etc. They are usually expressed in the form of symbolism, by criticizing, reminding but funny. This type is often called caricature.

The Comic Strip is a cartoon which presents the form of pictorial story. It is usually presented in the form of one scene or it can be made in serial. This type of cartoon is usually made in newspaper or magazine.

Magazine Cartoon is a cartoon in humorous motif and just for entertainment. It is usually made in magazine, in order to avoid readers’ boredom in reading the content of this magazine.

Animation and Television Cartoon are cartoons which are often called "Animation" which mean to liven, they are pictorial cartoon that are moved such a way so they can show the image that these drawings alive. These types of cartoon are often shown as entertainment in television in the form of cartoon film.

Pramono R. Pramoedjo in National Exhibition Catalog and Mubes II Pakarti, divides graphic satire into 3 categories, namely 1) Comic Satire : a work which is arranged in the form of funny story that has prominent humorous element for the purpose of laughing and inviting the reader to laugh; 2) Tragic Satire : a work which is made for arousing sadness, thoughtfulness and anger. It is usually to present problems related to death due to disaster, war and negligence victim, and suffering sor other tragic things; and 3) Nightmarish Satire : a work that presents an horror and frightening situation, and it presents surrealistic thing such as nightmare. It is made to question problem related to moral deviation.

However, the satire must not always refer to the above categories. The works which are the combination of the above types are also available in cartoonist's works. For example, combination of Tragic comic, Tragic nightmarish and others which are aimed at focusing the idea s of their works so that they can reach the target and have strong effect.

CARTOON IN FORM, FUNCTION AND MEANING PERSPECTIVES IN BOGBOG BALI CARTOON MAGAZINE

Idea is a concept or a designed plan in one thought, a concept that contains meaning, form and function. It is not separated from the condition background, the problem situation in the past, now and in the future. In line with the emergence of "BogBog" from a smart idea, it is supported by people that have ability to process their sense of mind, intuition and ratio. For example Putu Ebo and Jango Pramatha and also supported by Cece Diberu and Surya Dharma, are graduated from Fine Arts and Design Faculty, Udayana University Denpasar before this faculty (PSSRD) changed into the Indonesian Institute of the Arts Denpasar.

The move of reformation era at this moment cannot give a better change of the nation and state condition, in fact mass riot, corruption, horizontal and vertical conflicts still occur that the economics condition getting worse. Murders are everywhere, even the terrorist movement that threats this country make the society frightened, panicked, and suffer prolonged stress.

Based on the above facts, there are some good concepts as the basic idea for being able to give positive image of Bali Bogbog Cartoon Magazine, namely: first, our society who suffer stress seriously, with humor which is contained in Bogbog cartoon they will be entertained so they will think clearly, be healthy physically and mentally as Bogbog offers laugh. Laughing is good for our health, isn't it? In addition to it, it has important informations. Second, based on sarcastic critic that is addressed to the functionary or bureaucrat it is expected that they will be able to be back into the good and right way.

According to Balinese – Indonesia dictionary, "Bog-Bog" means telling a lie (1993:93) Bog-Bog is the essence of cartoon applied in that magazine. The cartoon itself is an imaginative graphic that becomes reality projection. In his sentence, David Low "*Caricature is not what person looks like, but what we ought to like*" In other word, cartoon is an art of telling a lie. A cartoon is a language.

Seen from the visual point of view, Bog-Bog Bali Cartoon magazine edition No.5 volume 8 2009 as the discussion topic, this is containing a message to invite world society for being aware of AIDS. Totally, the illustration implementation, in this case cartoon has certain characters; the relative form decorates each advertisement in terms of both social and economic mission. Next, there are two reviews of AIDS advertisement, French and Indonesia versions, namely:

French version:

Form

The form consists of two trees growing in dry soil showing the form of sexy female body and in the middle bottom part there is a traffic light that cleave the tight into two parts, and it is equipped with a fierce bull as sign that AIDS is really vicious and dangerous, in the navel there are three flying bird high in

the sky arranged and in its two breasts, it is formed in such away by tree branches symmetric ally and one of the breast is arranged like crescent moon like nipple.

From the color aspect applied in this advertisement with illustration of 2 trees, the dried cartoon style is so simple, with grey color. This simple color has simple character and symbolic form with full of meaning.

The icons' form in the illustration that make the expression of challenging AIDS seems not to be separated from female symbol that the female is assumed to spread AIDS in the world. The unique form of this illustration that shows a moral message seems never surrender for human attitude to reach temporary satisfaction which becomes a risky habit at the end.

Function

Looking from the function of cartoon that can function as social critical tool that criticizes the government policies which does not stand for society or has no commitment to run the regulations, such as the development which destructs the environment to criticize the government staffs who abuse the power.

In addition to its function as critical and satirical tool, a cartoon has also other function, namely as entertainment. A cartoonist is requested to make not so rude and satirical cartoon, as this will cause reaction, defense with counter attack. Biased critic is accepted in disguised good and funny language like cartoon.

Purnomo R. Pramodjo, explains that the function of cartoon is to invite other people to think in relaxed situation or in other word in happiness (National Cartoon Exhibition Catalog and Mubes II Pakarti).

Other function of a cartoon is to influence someone. It is emphasized by Victor Alba: *The cartoonist went to irritate*"(Victor Alba;1967.:121). It means that the cartoonist wants to make people annoyed (disturbance) and at the same time he satisfies other people satisfied who also want to make annoyed. Making disturbance here means the cartoonist has the purpose to influence people. At the same time, he wants to entertain and make other people happy and satisfied.

The cartoon will entertain the readers, after being tired to read serious readings. Through cartoon media, the reader will have fresh thought. This is clearly stated by Pramono R. Pramodjo as follows: The entertaining function here means as overlay function, namely to make the readers enter imagination or entertainment, to forget or avoid the reality of unhappiness. The readers want to escape from life reality which is sometimes difficult to be solved. Thus, it can be said as escapism. (National Cartoon Exhibition Catalog and Mubes II Pakarti).

From all functions explained above, it is clear that a cartoon is not a statement of art only, but it also contains the intention of joking, entertaining and even satirizing or criticizing.

Based on the above theory, from the case study that its function to express social message to society, or as society service advertisement that makes a crucial message about how dangerous AIDS disease that can cause death for someone due to free life. A really simple advertisement without text on page I, Bog-bog magazine No. 5 Vol. 8 2009 contains a message stating to stop free sex that ends to death. This message is a social one that is addressed to world society. This is done for the sake of holding Asia-Pacific AIDS International Congress

Meaning

seen from its visual arrangement AIDS advertisement consists of two trees which grow in dried soil forming nude female body without head, at the bottom part, there are of 2 trees with cartoon style displayed with triangle traffic light, as if it divides it into two part, left and right legs, and then the waist and behind the tree there is a cow with a tail in the form of arrow in the direction of this traffic light signal.

Analyzed from the semiotic meaning, the two dried trees stand for formation of sexy female body such away without head as if the female become the source of spreading the AIDS disease. But, the upside down triangle traffic light shows the forming of the crack of the two legs until the knee as the suggestion to be careful in having sexual intercourse with the male who are not their husband. And so is the cow with the caricature style that has the meaning that beyond the satisfaction searched by the male, there are viruses that threat dangerously, and the

tail of the cow is made in such a way like an arrow pointing the traffic light, in the form of high tension icon showing the message that high tension is very dangerous, the male must be careful in having contact with those who are not their spouse.

The advertisement which is full of meaning, contains a moral message with French and Indonesian models which keeps on caricature nuance to proclaim to the world that AIDS is necessary to prevent at the earlier period as it can harm the nation due to free sex through sex disease without their spouse and without contraception and through non-sterilized injection. This suggestion appears in cartoons in term of illustration of society service advertisement from various countries that attended the 9th International Congress on AIDS in Asia Pacific dated 9-3 August 2009 in Bali - Indonesia



Picture 1. A study of AIDS Advertisement Caricature Model in French Version

The study of AIDS advertisement with Indonesian model especially with the Balinese character consists of :

Form

Seen from the moral advertisement form, it is illustrated by two couples of female wearing traditional clothes namely sarong, *kebaya* and cap (Balinese called it *tengkuluk*). These both women are pounding food ingredients in the mortar, and each of them is bringing pounding equipment in such a form. The

right woman is holding a pounding equipment in which the lower and upper ends are covered with condom illustration, while in the left side the pounding equipment in its both ends is covered with plaited material, but the mortar which is made from stone /wood is used for putting the food being pounded. Seen from the character of this advertisement, it has the illustration of Balinese women cartoon. It is stressing on Balinese nuance for the cap which is called *tengkuluk* with cartoon illustration of appreciation for gradation of soft color / grey as the specific character of Bog-bog magazine.

Function

The function of advertisement without text keeps on functioning as the moral invitation for us for being aware with the danger of AIDS that spreads through injection tools and free sex. Although this advertisement is not complete with clear information but in semiotic meaning, the drawing without text is still communicative, as the caricature which keeps on its function for satire, critic and humor will show its vision and mission in the form of cartoon in the advertisement.

In addition to moral function, it brings social message in the form of cartoon which is critical it also gives humorous/entertaining feeling for the readers as it is special and funny with dynamic movement and symmetric composition that gives decorative impression with full of meaning. The two couples of female who are pounding the rice automatically give the impression of Balinese culture in the past.

Meaning

If seen from the illustration icons as the decoration of the advertisement for the whole, there are many meanings beyond the cultural life and in semiotic meaning each of them contains its own meaning, such as mortar means *yoni* or the symbol of female, and two pounding equipments are *lingga* or the symbol of male or masculinity. Mortar, the symbol of *lingga* is like penis. In the ends of the pounding equipments, one of them is covered with plaited material that shows comfort and the other one is covered with condom illustration which is also the symbol of safety and comfort and also contraception tools.

The two female who are doing the activity together are reflected in the form of a simple advertisement

but it has a high meaning that women always realize the nature of life and always become the object instead of the subject.

Based on these icons, if we want to have sexual intercourse freely for instantaneous desire, we should be careful and think seriously. This advice is contained in the advertisement that the man who involves in free sex is advised to use condom, in order to minimize the suffering of disease whose medicine is not found yet. This advertisement can deliver a deep message /information and it can be understood clearly.



Picture 2. A Study of AIDS Advertisement Caricature Model in Indonesian Version

CONCLUSION

From the two models of society service advertisement both French and Indonesia cartoon versions with Balinese style, both of them have different characters, they both have uniqueness and attractiveness based on their mission, namely selling social information, namely AIDS problem. In the illustration with this cartoonist model although without text, it is full of form, function, and meaning that contains the same function namely to propagandize how dangerous

the AIDS disease which is infected through free sex intercourse. And it is suggested to keep aware of using condom and the most important thing is not to have free sex.

This mission is proclaimed in 9th International Congress On AIDS In Asia and The Pacific on 9th to 13th August 2009 in Bali International Convention Centre (BIICC) Nusa Dua, Bali-Indonesia.

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