CHAPTER III
PRODUCT DESIGN

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This chapter present the outline various aspects of the educational product design. The researcher has structured this chapter into eight segments: the first segment discusses name and type of product, the second is learning objectives of the product, the third is produk content, the fourth is product desisgn, the fifth is english materials in the product, the sixth is instruction for using the product, the seventh is relevance to the study program learning outcomes, and the last is copyright plan.

3.1 Name and Type of Product

In this study, the writer developed a storybook as the final product of the development process. The storybook is entitled *The Basket of Kindness* and is designed as an English learning medium for elementary school students, particularly fourth-grade students aged approximately 9–10 years old. The storybook focuses on introducing basic English vocabulary through a simple narrative supported by illustrations. The main theme of the storybook is sharing and kindness, which is presented through the experiences of the main character and other animal characters. The selection of this theme is intended to provide students with an enjoyable reading experience while introducing positive values that can be related to their daily lives. Through the story, students are not only exposed to new English vocabulary but also encouraged to recognize the importance of helping and sharing with others.

The story of *The Basket of Kindness* follows Luna, a little rabbit who spends her day helping animals in the forest. During her journey, Luna encounters several animals that need help. First, she finds a bird whose nest has been damaged by the wind and carefully helps repair it using twigs. After that, Luna meets a hungry squirrel and shares some berries from her basket with the squirrel. She then encounters a thirsty deer in the meadow and helps the deer find a pond where it can drink water. Through these experiences, Luna demonstrates kindness and willingness to help others without expecting anything in return. The sequence of events is presented in a simple and chronological manner to make the story easier for young learners to follow and understand.

On the following day, the animals that Luna helped come to visit her and express their gratitude by bringing several gifts. The squirrel brings nuts, the bird brings seeds, and the deer brings apples. Through these events, Luna realizes that acts of kindness and sharing can create happiness and strengthen friendships. The moral message of the story emphasizes that kindness does not need to be expressed through large actions, as simple acts of helping and sharing can have meaningful effects on others. This message is integrated into the story to provide students with an opportunity to learn positive values while engaging with the English language.

The storybook is produced in a printed book format and contains illustrations that accompany the written text on each page. The illustrations are included to provide visual support and help students understand the meaning of unfamiliar vocabulary based on the context of the story. The vocabulary presented in the story consists of basic words related to animals, nature, food, objects, and daily actions. The combination of simple English texts and illustrations is intended to make the learning material more accessible to elementary school students. As a printed learning medium, the storybook can be used in classroom activities without requiring internet access or digital devices. It can be utilized by teachers through activities such as reading aloud, guided reading, vocabulary identification, and simple comprehension discussions. Thus, *The Basket of Kindness* is developed not only as a children's storybook but also as a supplementary English learning medium that integrates vocabulary learning, reading practice, visual support, and positive values.

3.2 Learning Objectives of The Product

The learning objectives of this product are to identify how storybooks can support elementary school students in understanding new English vocabulary and to examine the ways in which illustrations can assist students in comprehending the meanings of unfamiliar English words. The storybook is developed as an English learning medium that presents vocabulary through a simple narrative and visual illustrations. By introducing vocabulary within a meaningful story, the product is intended to provide students with opportunities to encounter new words

in context. This approach is expected to help students understand vocabulary not only through its written form but also through the situations and events presented in the story.

Another objective of the product is to provide visual support for students during the vocabulary learning process. The illustrations in *The Basket of Kindness* are designed to represent the objects, animals, actions, and situations described in the story. These visual elements are expected to help students establish connections between unfamiliar English words and their corresponding meanings. By observing the illustrations while reading the text, students may use visual information as contextual clues to understand unfamiliar vocabulary. Therefore, the integration of illustrations and written language is intended to make the presentation of vocabulary more accessible and appropriate for elementary school students.

Furthermore, the product is intended to provide students with a meaningful and enjoyable English learning experience. Through the combination of a simple narrative, basic vocabulary, and engaging illustrations, the storybook is expected to encourage students to pay attention to and engage with the learning material. Repeated exposure to vocabulary through the story and accompanying illustrations may also support students in recognizing and retaining new words. In addition to vocabulary learning, the storybook provides opportunities for students to develop their reading skills and understand positive values related to kindness and sharing. Thus, the development of *The Basket of Kindness* aims to provide an instructional medium that integrates vocabulary learning, visual support, reading practice, and meaningful learning experiences for elementary school students.

3.3 Product Contents

The product entitled *The Basket of Kindness* is an English picture book designed as a learning medium for elementary school students, particularly fourth-grade students aged approximately 9–10 years old. The main character of the story is Luna, a little rabbit who lives in a beautiful and peaceful forest. The story also features several supporting characters, including a bird, a squirrel, and a deer, each of whom encounters a problem and receives help from Luna. The setting of the

story takes place in a colorful forest with several locations, including a narrow path, a meadow, a berry bush, an oak tree, and a clear pond. These settings are presented through illustrations to provide visual support and help students understand the context of the story.

The story presents a simple narrative about Luna's journey in the forest, during which she encounters several animals that need help. First, Luna helps a bird by repairing its damaged nest using twigs. She then meets a hungry squirrel and shares some berries from her basket with it. Afterward, Luna encounters a thirsty deer in the meadow and helps it find a clear pond where it can drink water. Through these experiences, Luna demonstrates kindness, sharing, and willingness to help others. On the following day, the animals return to Luna and express their gratitude by bringing her gifts. The squirrel brings nuts, the bird brings seeds, and the deer brings apples. The story emphasizes the theme of kindness and sharing and conveys the moral message that simple acts of kindness can bring happiness and strengthen friendships.

In addition to presenting a meaningful narrative, *The Basket of Kindness* introduces basic English vocabulary related to animals, nature, food, objects, and daily actions, such as *rabbit, forest, basket, berries, bird, nest, squirrel, deer,* and *pond*. The book also uses simple English sentences, such as “Luna is a little rabbit,” “She lives in a forest,” and “Luna helps the bird,” to support students in understanding basic vocabulary and simple sentence structures. Illustrations are provided alongside the text to help students connect unfamiliar words with visual representations and understand the meaning of vocabulary through the context of the story. After reading the story, students can answer comprehension questions related to the main character, setting, sequence of events, Luna's acts of kindness, and the moral message of the story. Overall, *The Basket of Kindness* is developed to support students' basic English vocabulary and reading comprehension through a simple, illustrated, and meaningful narrative.

3.4 Product Design

The product is a printed storybook entitled *The Basket of Kindness*, developed as an English learning medium for elementary school students. The storybook is presented in A5 size and consists of 15

pages. It uses simple English and is designed for young learners, particularly elementary school students aged approximately 6–10 years old. The story presents basic English vocabulary through a simple and meaningful narrative. Each page is supported by colorful illustrations that correspond to the characters, objects, settings, and events in the story. These illustrations are intended to help students understand the content of the story and the meaning of unfamiliar vocabulary through visual and contextual support.

As a printed learning medium, the storybook can be used in classroom activities without requiring internet access or digital devices. Teachers can use the storybook for reading aloud, guided reading, vocabulary introduction, vocabulary identification, and simple comprehension activities. Students can also read the story individually, in pairs, or in small groups according to the learning activities. Through the combination of simple English texts, colorful illustrations, and a meaningful narrative, *The Basket of Kindness* is designed to provide an engaging and accessible learning experience while supporting students' vocabulary development and reading comprehension.

3.5 English Materials in the Product

The English material in *The Basket of Kindness* focuses on vocabulary learning through category-based vocabulary, an approach that organizes words into meaningful semantic groups to help learners understand and remember new vocabulary more effectively. According to Nation (2013), presenting vocabulary in related categories enables learners to build connections between words and use them in meaningful contexts. Since the product is intended for fourth-grade elementary school students (approximately 9–10 years old), who are classified as young learners, the material is designed using simple language, contextual stories, and colorful illustrations that support vocabulary acquisition. At this stage, children learn best through concrete experiences and visual support, making storybooks an effective medium for English vocabulary learning.

The vocabulary in *The Basket of Kindness* is organized into categories that are appropriate for Grade 4 students and relevant to the story, including animals (rabbit, bird, squirrel, deer), nature (forest, tree,

flower, bush, pond), food (berries, apples, nuts, seeds), objects (basket, nest, twig), actions (walk, help, share, carry, gather, drink), and adjectives (happy, kind, thirsty, strong, sweet). These categories represent familiar concepts and everyday experiences, enabling students to learn vocabulary in meaningful contexts rather than as isolated words. Through contextualized vocabulary and supporting illustrations, the storybook is expected to improve students vocabulary mastery, reading comprehension, and engagement in learning English (Nation, 2013). The selected vocabulary reflects the characteristics of **A1-level young learners,** who are expected to recognize and use basic words and simple expressions in familiar contexts while developing their confidence in understanding and communicating in English (Nation, 2013; Council of Europe, 2020).

Table 3. 1 Vocabulary Frequency in The Basket of Kindness

WORD LIST	
Vocabulary	**Frequency**
Rabbit/Luna	22
Bird	7
Squirrel	7
Deer	6
Forest	8
Tree	5
Flower	3
Basket	5
Help	4

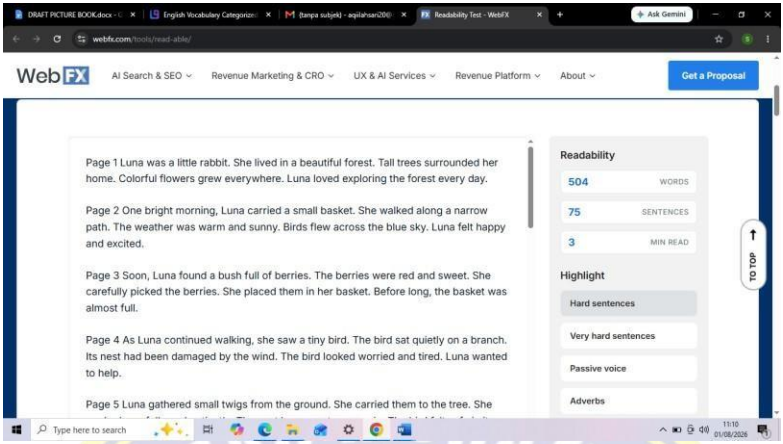

Figure 3. 1 Readability in Storybook The Basket of Kindness

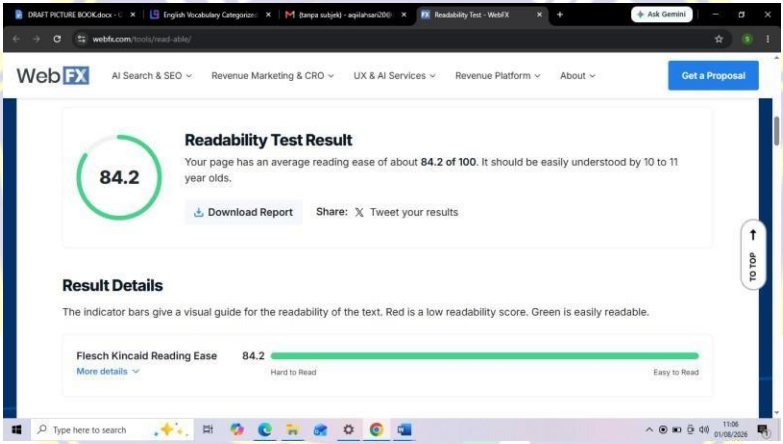

Figure 3. 2 Readability Result in Storybook The Basket of Kindness

3.6 Instructions for Using the Product

The storybook entitled *The Basket of Kindness* is designed to be used as an instructional medium to support English vocabulary learning among elementary school students. In classroom implementation, the teacher may introduce the storybook by explaining the title, theme, and learning objectives to the students. The teacher can then introduce some of the vocabulary that appears in the story to activate students' prior knowledge. During the reading activity, the teacher may read the story

aloud while showing the illustrations on each page, allowing students to listen to the pronunciation and observe the visual context. Alternatively, students may read the story individually, in pairs, or in small groups according to the classroom situation and their learning needs.

During the learning activity, students are encouraged to observe the illustrations and identify unfamiliar words based on the context of the story. The teacher may pause at certain parts of the story to explain difficult vocabulary, ask simple questions, and encourage students to share their understanding of the events and characters. After reading, students can answer comprehension questions related to the main character, setting, sequence of events, vocabulary, and moral message of the story. The teacher may also conduct follow-up activities, such as asking students to identify and recall key vocabulary from the story. Through these activities, *The Basket of Kindness* can be used interactively to support students' vocabulary learning and reading comprehension while encouraging their active participation and engagement in English learn

3.7 Relevance to the Study Program Learning Outcomes

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3.8 Copyright Plan

The copyright plan for the product is intended to protect the intellectual property and acknowledge the ownership of the developed storybook. The work is entitled *The Basket of Kindness* and is categorized as a storybook, with Siti Rahmadianti Aqiilah Sari as the creator. The storybook presents the story of Luna, a little rabbit who spends her day helping animals in the forest. Throughout the story, Luna repairs a bird's damaged nest, shares berries with a hungry squirrel, and helps a thirsty deer find water. On the following day, the animals return to express their gratitude by bringing gifts for Luna. Through these experiences, the story conveys the moral values of kindness and sharing, emphasizing that simple acts of kindness can create happiness and strengthen friendships. To protect the originality and ownership of the work, the product is planned to be registered through the appropriate intellectual property protection procedures, including an ISBN for the publication and copyright registration as part of Intellectual Property Rights (Hak Kekayaan Intelektual/HaKI). These registrations are intended to provide legal recognition of the work and acknowledge the creator's ownership rights over *The Basket of Kindness*.