

Visual Identity Design of Gumelem Tourism Village

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Abstract. Gumelem village is a tourism village located in District Susukan, Banjarnegara, Central Java. It is separated into 2 small villages : Gumelem Wetan and Gumelem Kulon. Gumelem Tourism Village is well-known as a center of batik tulis production. It also has a variety of other tourism potentials such as ancient tombs, walisongo mosque heritage, local traditions events and thermal baths. Gumelem Tourism Village potential is not widely known yet. Therefore, the village needs visual identity design to improve their brand image. The author did observation, literature review, interviews with experts and a questionnaire in order to obtain and complete the associated data. The results of data collection analyzed using visual analysis as a basis for drafting the design of the visual identity. By designing visual identity of the Gumelem Tourism Village can attract potential tourists and maintain tourists loyalty to visit Gumelem Tourism Village.

Keywords Visual Identity, Gumelem Tourism Village

1 Introduction

Gumelem Village is located in Susukan Regency, Banjarnegara Regency, Central Java. Gumelem is divided into two villages, namely Gumelem Wetan, and Gumelem Kulon. Gumelem is one of the regions that has become the center of tourism development by the Regency Government. Especially in the field of cultural and religious tourism because Gumelem has heritage sites and Islamic culture or traditions that still exist in the local community [1]. Since 2004 the two villages have been designated by the government to become tourist villages but lack of visual identity make it difficult to be well-known among the tourists. By designing visual identity for Gumelem Tourism Village is expected to strengthen their brand image as a tourist place.

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2 Theoretical Background

2.1 Visual Communication Design

According to Kusrianto [2], visual communication design is a discipline that aims to learn the concepts of communication and creative expression through various media to convey messages and ideas by managing graphic elements in the form of images and forms, the order of letters, as well as the composition of color and layouts (layout or display). Thus, an idea can be accepted by people or groups who are targeted recipients of the message.

2.2 Brand Identity

According to Wheeler [3], brand identity is something that is real and appealing to the senses. Which we can see, touch, hold, and move. Brand identity is recognition, a differentiator. Brand identity is a collection of various elements that unite in one unity system. From Wheeler's opinion above, it can be concluded that brand identity is a visual object that can make it easy for us to remember a brand and distinguish the brand from another brand.

2.3 Logo

Supriyono [4] explained that seen more specifically, the logo can be in the form of a series of letters, image shapes, or a combination of letters and picture. Then explained again that the logo in the form of processed letters are called logotypes while logos in the form of images are called logogram.

The logo is generally divided into three types [5]: 1) Picture Mark and Letter Mark, which are picture and writing elements separated from each other. 2) Picture Mark which can be called an image or logo symbol. 3) Letter Mark uses typographic elements only.

3 The Research Method

The research method is observation, interview, literature study and data analysis. The observations were made by direct observation to the tourist village, interviews were conducted with speakers from related departments, the village government, tourists and villagers. Literature study using theories relating to design, and analysis of visual matrix identity of other Tourism Villages as a reference to create visual identity design [6].

3.1 Observation

3.1.1 Activities of Gumelem Village Residents

The majority of the activities of the residents of Gumelem Village are farming in the fields and in the garden. Others trade in stalls and raise livestock.

3.1.2 Tourist / Visitor Activities

The most visited tourist attraction in the village Gumelem is a hot spring. Most of the visitors to the hot spring are teenagers and families from within the city. The purpose of the visit to the hot springs is deliberately as a recreation to enjoy the fresh hot water from nature while enjoying the natural beauty around the hot springs.

3.2 Interview

From the interview to Tourism and Culture Office, Gumelem Wetan Village Government, Tourists and Gumelem Village residents can be concluded that Gumelem Tourism Village needs a visual identity to improve their brand image.

3.3 Visual Matrix Analysis

Table 1. Visual Matrix Analysis

Analysis	Kemasan Village	Banjarpanji Village	Plajan Village
			
Illustration	The logo can portray the uniqueness of the Desa Kemasan which is an educational tourism village farming and raising livestock.	The logo illustrates the ocean waves. The logo has portrayed the uniqueness of Banjarpanji Village as a fishpond area.	The logo has portrayed the uniqueness of the village as a tourist village with natural potential.
Color	Using gold color adjust the brand "Dewa Emas".	Dominant uses navy blue as an image of the color of the sea.	Warna yang digunakan dominan hitam dan hijau melambangkan kesan alam.
Typography	Combination	Sans Serif	Script

4 Results and Discussion

4.1 Discussion

Based on the matrix analysis above, there are two conclusions as follows: 1) The three village tourism logos are seen to show the advantages and characteristics of each tourist village. The logo designed follows the principles of communication design visual. 2) Visual Identity Gumelem Tourism Village will be designed to follow the rules of visual communication design and highlight the advantages and characteristics that exist in Gumelem Village.

4.2 Concept and Design Results

4.2.1 Concept

The concept based of this visual identity design are nature and culture of the village. The design refer to the character and uniqueness of Gumelem Village such as gumelem batik, and the basic colors of Mataram Islamic flag. Below are the visual concept of identity design for Gumelem Village Tourism.

For this reason, the following references are used in this design.

- Batik Gumelem and canting

Gumelem Village is a village that is famous for its batik craft. Batik Gumelem and canting are chosen as one of the design references.



Fig. 1. Gumelem Batik (Source: www.batikgumelem.com [7])

- Village Hall

The village hall is a place for activities related to cultural performances and village associations. The Village hall can represent the cultural heritage building in Gumelem village.



Fig. 2. Village Hall (Source: Personal Document)

- Flag of the Islamic Mataram Kingdom

The red color of the Mataram flag is used as the main color of the visual identity of Gumelem Tourism Village. Where Gumelem Village itself is rich in historical and cultural heritage of Islamic Mataram.



Fig. 3. Flag of the Islamic Mataram Kingdom (Source: keraton.perpusnas.go.id [8])

4.3 Logo Design

4.3.1 Form

The visual used for the design is the result of a stylation from the reference object found in Gumelem Village.

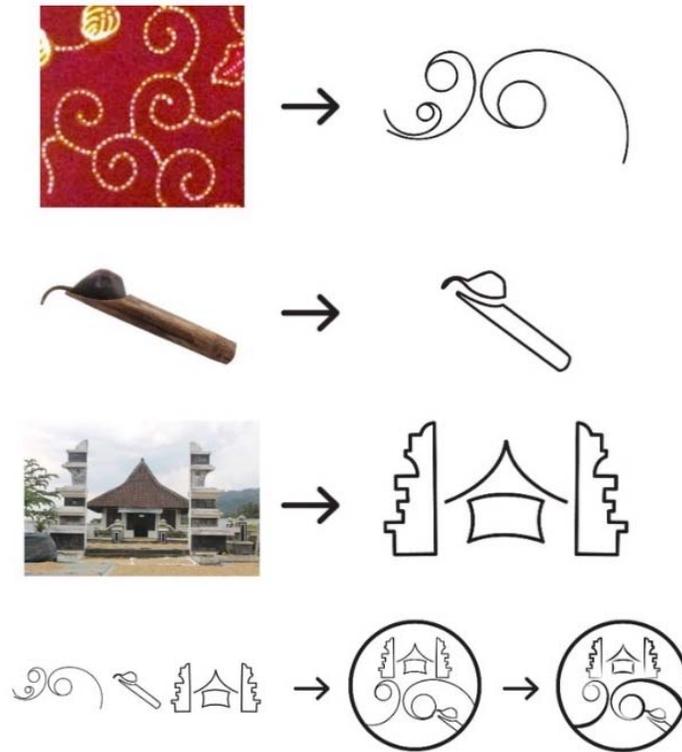


Fig. 4. Stylized Form

4.3.2 Color

The colors chosen for design are red, brown, and black. The red color is used as the main color of identity visually Gumelem Tourism Village. Other colors are used as colors supporting and alternative colors to background media and writing.

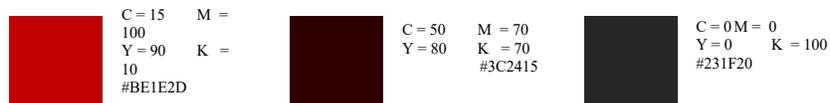


Fig. 5. Color

4.4 Design Results



Fig. 6. Design Result of Gumelem Tourism Village Logo

5 Conclusion

A visual identity of Gumelem Village Tourism with approach of nature and culture can be a brand image which is easy to remember by tourists when traveling in the village of Gumelem.

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