

## Visual Identity for Gong Production Malang

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### ABSTRACT

Amidst of nowadays hustle and bustle society, organizing and managing an event is such a tiresome work. Not everyone are able to organize and manage their own events. Then there comes an event organizer service. But the event organizer services are also increasingly widespread, so there must be a identity as differentiator in order to be known in the public. An example is a visual Identity. Gong Production Malang as agency that recently established an event organizer service from traditional dance studio requires visual identity. These visual identities are logo, stationery kits, publication media in the such as banner, x-banner and Instagram feeds, uniform t-shirts and key chain accessories. Aside from being a differentiator, the existence of a visual

identity also makes Gong production Malang looks professional and considerable by most people.. It was proven by validation results that shows percentage of 82,58%, which means it was quite successful.

**Keywords:** Javanese, Visual Identity, Event organizer.

### INTRODUCTION

Gong Production Malang is a small institution that provides dance studios, event organizer services, wedding organizer services, and also costume costumes for carnival needs.

Currently, Gong Production Malang has penetrated into event organizer services, carnival costume providers and rentals, and wedding organizer services. Unfortunately for event organizer and wedding organizer services still.

When going to hold an event and need help from an event organizer, an event organizer is always looking for a professional and trusted event organizer. For example, people will be more trusting of event organizer companies whose employees

wear uniforms when meeting the head of the company that will organize the event and give them cards.

Both uniforms and business cards are part of a company's visual identity. An effective visual identity can express a business's brand personality and differentiate it from competitors. There are many other elements, namely logos, stationery kits, promotional media (Banners, X-Banners and Instagram feeds) merchandise (key chains), and others. All of that is supporting the existence of an identity that can distinguish it from other places.

## RESEARCH METHODS

Before designing a visual identity, a literature study is carried out to look for relevant theories sourced from books and also visual references from several sources on the internet. To find out the character and characteristics of Gong Production Malang, observations and interviews were conducted with the owner and also other studios as a comparison.

In the post-production stage, testing is carried out by showing the finished results of Gong Production Malang's visual identity products As well as distributing questionnaires containing several questions addressed to a predetermined target audience. Calculation of questionnaire data using the Guttman scale.

## DISCUSSION AND RESULTS

### Product Description

Product description is an identification stage that contains the type of product to be designed, size, media and quantity produced. The design style chosen is Javanese decorative to maintain the characteristics of traditional art as one of the images highlighted by Gong Production. The description is described in table 1.

Num	Product Type	Size	Media	Quantity
1	Logo	Minimum 12x4,3 mm (1,2x0,43 cm) Maksimum 120x50 cm	Digital	1 copy
2	<i>Stationery kit</i> , which consists of:			

	a. Letterhead	21x29,7 cm (A4)	Print	1 sheet
	b. Envelope	11,4 x 22,9 cm (C6/C5)	Print	1 sheet
	c. Folder	26x35 cm	Print	1 sheet
	d. Business card	9x5,5 cm	Print	1 box
3	<i>Banner</i>	3x1 m	Print	1 roll
4	<i>X-Banner</i>	60x160 cm	Print	1 unit
5	Uniform t-shirt	M (70 x 50 cm) L (74 X 54 cm)	Screen printing	2 pieces
6	Key	5 x 3 x 0,4 cm	print	5 pieces
7	<i>Feed instagram social media</i>	1080*1080 px	Digital	9 post

Tabel 1 Product Description  
Source: Author's documentation

## STP Analysis

STP (Segmentasi, *Targeting*, *Positioning*) used to position a brand or product into the minds of consumers in such a way, so that the brand has a sustainable competitive advantage.

### A. Segmentation

#### 1. Geographic

Segmentation based on geography event organizer services and wedding organizer Gong Production Malang, namely urban communities in the Greater Malang area.

#### 2. Demographic

Segmentation based on demographics, namely people who are mature (20-60 years) and have middle to upper income.

#### 3. Psychographics

Segmentation based on psychographics is people with lifestyles with a high level of busyness, for example due to work demands.

#### 4. *Behavioral*

Segmentation based on behavioral (behavior) is people who are busy and do not have time to manage an event.

#### B. **Targeting**

*The targeted target audience is business leaders/owners, both commercial and non-commercial, who hold events with the theme of art elements.*

#### C. **Positioning**

Gong Production positions itself as a professional event organizer who helps preserve Indonesia's traditional art culture.

The concept used to design Gong Production's visual identity is based on the results of research and literature studies. From these results, brainstorming is then carried out.

### **Visual Aesthetic Elements**

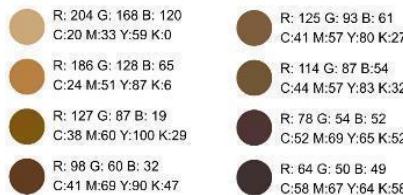
Visual aesthetic elements used in Gong Production Malang's visual identity include color selection, typography and illustration. The visual aesthetic elements used are as follows:

#### 1. **Color**

In making Gong Production Malang's visual identity, the colors chosen are brown derivatives and yellow derivatives. The brown and yellow colors were chosen because most of Gong Production's costumes and props are taken from puppet stories that have dominant colors, namely brown and yellow. Also added is olive yellow color used in ornaments to create classic Javanese nuances.

##### a. Brown

This color can give the impression of comfort, simplicity and also a sense of local wisdom. In some visual identity elements, different colors are needed, so that colors derived from brown are chosen that have different color mixing.



Picture 1 Brown derivative  
Source: Author's documentation

b. Yellow

The yellow color symbolizes glory and splendor because it is often associated with the color gold. The yellow color here represents the jargon of Gong Production Malang, namely "Jaya, Jaya, Extraordinary".

In its use, a variety of different yellow colors are needed, so it is lowered again to several yellow colors with a mixture of different colors.

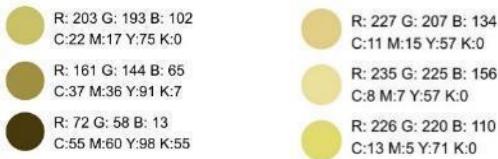


Picture 2 Yellow derivative  
Source: Author's documentation

c. Olive yellow

The olive yellow color (olive) when combined with brown and pale yellow colors will create classic Javanese nuances in a light color scheme.

There are 3 olive yellow derivatives used, each of which has a different level of light darkness.



Picture 3 Derived olive-yellow color  
Source: Author's documentation

## 2. Typography

The selection of typography for Gong Production Malang's visual identity is based on the suitability of the letter characters and also the readability of the text. The fonts used are slab serif and sans serif.

### 1. *Slab serif*

This typeface has thick (serif) hooks. The typeface used is Suez One. This typeface was chosen because it can represent the impression of ethnic culture through its unique anatomical shape. In use, Typeface is used for the title (Header) to give special emphasis to the title text.



Picture 4 Suez One, *Typeface with selected serif slab type*  
Source: Author's documentation

### 2. *Sans-serif*

This typeface has no hooks (serifs). The typeface used is Fira Sans. This typeface was chosen because it has an anatomical shape that is almost the same as the header and also the shape of the logotype. In use, this font is used for body text.

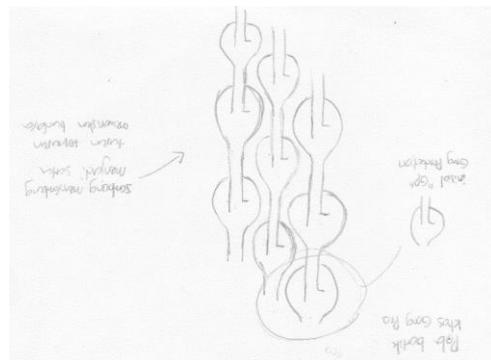
# Fira Sans

Picture 5 Fira Sans, *Typeface with selected Sans Serif type*.  
Source: Author's documentation

### 3. Illustrations

Illustrations in this visual identity are used as decorations or decorations in visual identity media to enrich traditional Javanese nuances.

In this visual identity, the type of illustration used is pattern. Pattern or pattern is a form that has looping so as to form a complete unity. *The pattern here is likened to a batik motif in a simple form. Batik was chosen because batik itself comes from Java.*



Picture 6 Design patterns in Gong Production's visual identity  
Source: Author's documentation

The shape of the pattern used was inspired by Sogan Batik from those from Solo, Central Java. This batik is in the form of waves that meet each other in each segment.



Picture 7 Sogan Batik Motifs  
Source: budhisantoso97.wordpress.com

## Pre Production Process

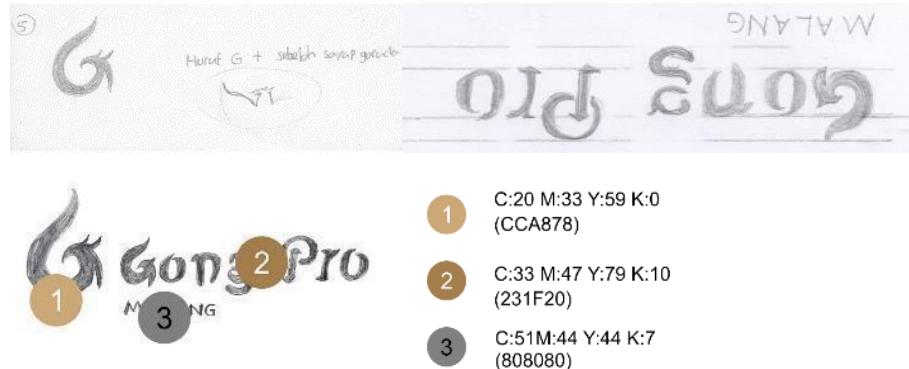
At this stage there is a process of visualizing ideas to determine what kind of design will be made. The pre-production process uses a manual method, which is in the form of sketches to be digitized.

In designing a visual identity consisting of logos, patterns, stationery kits, banners, t-shirts, Instagram feeds and key chains, a visualization of ideas from the results of brainstorming is needed. The next step is to choose the most suitable thumbnail sketch and then redraw it in more detail. From the results of the rough layout, it will be chosen which one is the best to be used as the final design.

### A. **Logo**

There are 2 kinds of logos, namely logogram and logotype. Logogram is a logo in the form of an image or symbol that can be applied in many media,

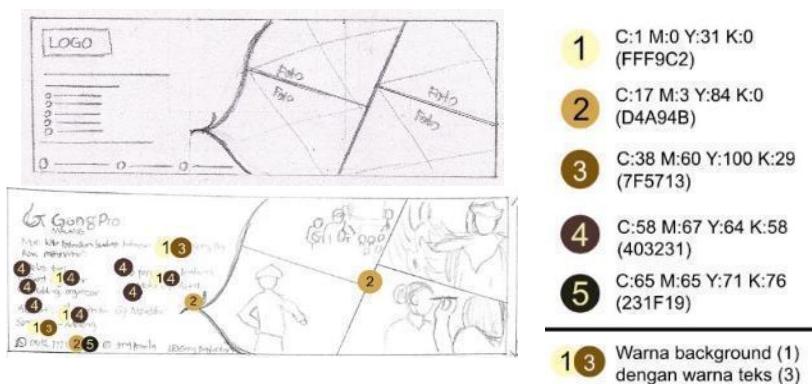
even though it is small in size because it does not contain writing. While the logotype is a logo in the form of writing from the brand name.



Picture 8 Thumbnail and rough layout of Gong Production Malang logo  
Source: Author's documentation

### B. **Banner**

*The banner is used as one of the promotional media installed in front of Gong Production's studio house so that it can be seen by passers-by. The banner is made horizontally elongated and measures 3x1 meters.*



Picture 9 *Thumbnail and rough layout banner*  
Source: Author's documentation

### C. **X-banner**

*X-banners are used as promotional media and information that can be placed on the terrace of the studio house or at the location of the event being organized by Gong Production. The X-banner measures 60x160 cm.*



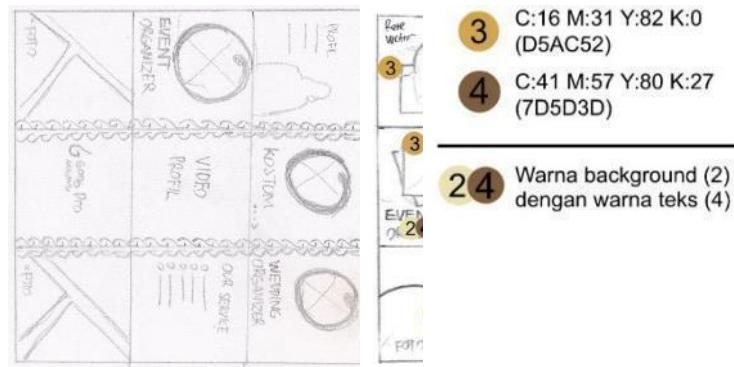
Picture 10 *Thumbnail and rough layout x- banner*

Source: Author's documentation

#### D. **Feed Instagram**

*The Instagram feed is used as a promotional medium for Gong Production Malang. The feed in question is a collection of content posted on Gong Production's Instagram account. This set of content when viewed as a whole will look neat and organized. Designed feed consists of 9 posts.*

1 C:22 M:17 Y:75 K:0 (CBC166)  
2 C:7 M:7 Y:36 K:0 (EBE3B2)



Picture 11 *Thumbnail and rough layout feed Instagram*  
Source: Author's documentation

## E. Uniform T-shirt

T-shirts are used as Gong Production crew uniforms that are worn when meeting prospective clients and also when on duty in the field so that the crew can easily recognize each other.



C:0 M:31 Y:98 K:0 (FFB81C) C:0 M:0 Y:0 K:100 (231F20)

Picture 12 *Thumbnail and rough layout uniform t-shirt*  
Source: Author's documentation

## F. Keychain

Keychains can be as mementos or for collection. This keychain uses acrylic and wood.



Gambar 13 *Thumbnail and rough layout keychain*

Source: Author's documentation

## Production Process

In this section, we will explain the visual identity production process in the visualization stage. After creating a set of rough layouts, the results of the rough layout are then digitized using software in the computer. The software used is Affinity Designer to digitize designs and Affinity Photo to create mock-ups.

## 1. Visualization

### a. Logo

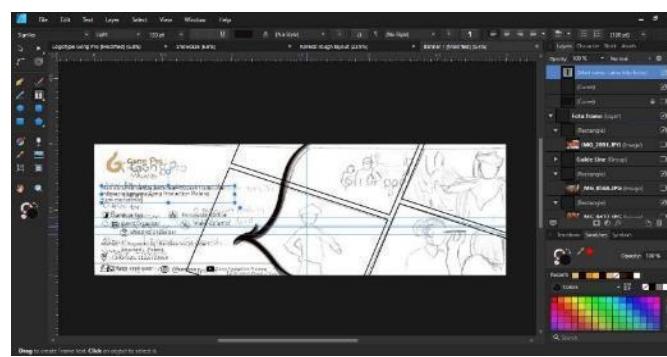
The logo digitization process is carried out by importing the scanned rough layout of the selected logo and logotype into the Affinity Designer software, Then traced (redrawn) using the pen tool.



Picture 14 Gong Production Malang logo tracing process  
Source: Author's documentation

### b. Banner

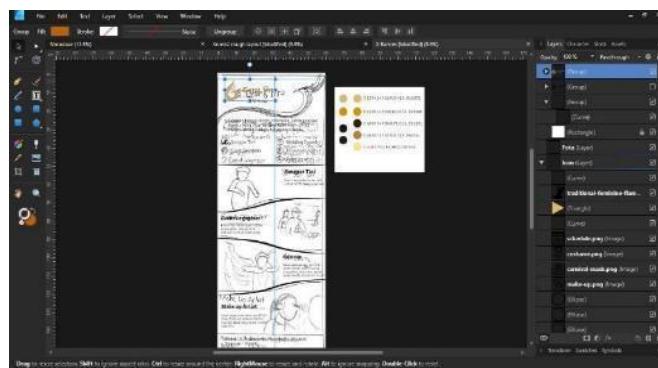
Based on 2 rough layout sketches that have been made, one is chosen to be used as a final design. The Rough Layout chosen is rough layout 1. *This rough layout is then scanned and imported into the Affinity Designer software to be traced using the pen tool.*



Picture 15 Gong Production Malang banner tracing process  
Source: Author's documentation

### c. X-Banner

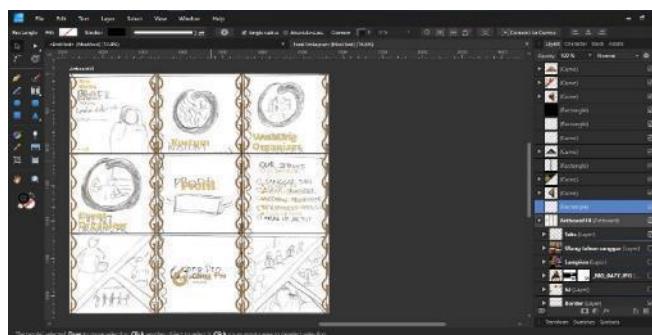
Based on the results of the sketch of 2 rough layouts that have been made, one of the most suitable is chosen which is rough layout 1.



Picture 16 Gong Production Malang X-banner tracing process  
Source: Author's documentation

### d. Instagram feed

Instagram feed is used as one of the online promotional media on social media Instagram Feed for Gong Production is made interconnected so that it looks attractive when viewed from the profile page.



Picture 17 Gong Production Malang Instagram Feed tracing process  
Source: Author's documentation

### e. Uniform T-shirt

There are 2 types of uniform shirts, namely shirts for the crew (official) that can be worn while on duty and shirts for dancers. T- Shirts are printed using

polyflex screen printing technique. T-shirts can be black with yellow screen printing ink or vice versa, yellow with black screen printing ink.



**Picture 18** The process of tracing uniform t-shirt designs  
Source: Author's documentation

#### f. Keychain

The design for the keychain uses a 2 rough layout design, so that both rough layouts made are selected all. This is because the keychain has 2 sides. One side is filled with the design of rough layout 1 (Gong Pro logo), while the other side is filled with the design of rough layout 2.



**Picture 19.** Gong Production Malang keychain design tracing process  
Source: Author's documentation

## Final Design

### 1. Logo

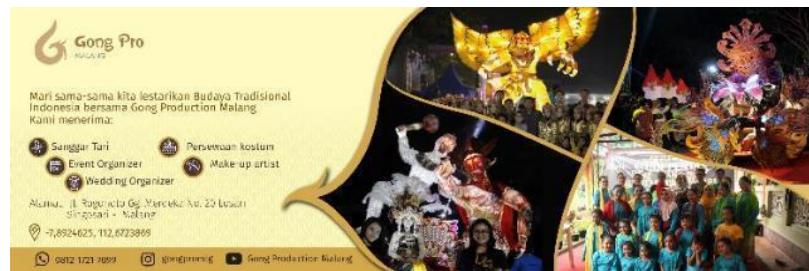
The logo consists of 3 versions. The first version is a colored logo that can be used on a black or white background. The color version of the logo is not suitable for placing on a crowded background.



Picture 20 Final logo design

Source: Author's documentation

### 2. Banner



### **3. X-Banner**



Picture 22 Final design X-Banner  
Source: Author's documentation

### **4. Instagram feed**



Picture 23 Final design Feed Instagram

Source: Author's documentation

### 5. Uniform t-shirt



Picture 24 Uniform t-shirt mock-up

Source: Author's documentation

### 6. Keychain



Picture 25 Final keychain design

Source: Author's documentation

## Post Production

In this stage, the process of publishing and testing products to the predetermined target audience is carried out to test how effective Gong Production Malang's new visual identity is.

### 1. Publication Process

Publication is carried out by print media (offline), namely placing Banner and X Banner in front of the studio house so that it can be seen by people passing by.

While online publication is carried out by uploading Instagram feeds on the official Gong Production Malang account in order, so that it appears intact even though the content is separate.

## 2. Testing the effectiveness of visual identity products

This stage is carried out to find out how effective the visual identity of Gong Production Malang has been designed. The test was carried out by showing the finished results of Gong Production Malang's visual identity product as well as distributing a questionnaire containing several questions addressed to the target audience. The questions given are closed-ended questions. Closed questions consist of several questions with 2 (two) answer choices, yes or no. So that respondents only need to choose answers according to their respective opinions.

Question	Yes	No
Have you ever used the services of an event organizer / wedding organizer?		
Does the existence of a visual identity (logo, publication media, stationery kit and uniform) can make an agency event organizer / wedding organizer look professional?		
Do you think Gong Production Malang's current visual identity design is interesting?		
By looking at Gong Production Malang's current publication media, do it seem professional?		
Can the current logo represent the image of Gong Production Malang?		
Is the information in the publication media clear enough?		Tingkat Keberhasilan
If you want to hold an event, are you interested in choosing Gong Production Malang as your event organizer?		

Table 2 List of questionnaire questions  
Source: Author's documentation

Range of Values	Success Rate
50% >	Excellent
< 50%	Not good

Table 3 Rating system  
Source: Skala Guttman, Sugiyono (2014)

Absolute Value	Respondents' Responses
1	Yes
0	No
0	Did not answer

Table 4 Respondents' answer scores  
Source: Author's documentation

Respondents	Question						
	1	2	3	4	5	6	7
Respondents 1	0	1	1	1	1	1	1
Respondents 2	0	1	1	1	1	1	1
Respondents 3	1	1	0	1	0	1	0
Respondents 4	1	1	1	1	0	1	0
Respondents 5	0	1	1	1	1	1	1
Respondents 6	0	1	1	1	1	1	1
Respondents 7	0	1	1	1	0	1	0
Respondents 8	1	1	1	1	1	1	1
Respondents 9	0	1	1	1	1	1	0
Respondents 10	1	1	1	1	1	1	1
Respondents 11	0	1	1	1	1	1	0
Respondents 12	0	1	1	1	1	1	1
Respondents 13	0	1	1	0	1	1	0
Respondents 14	0	0	0	0	1	1	0
Respondents 15	0	1	1	1	1	0	0
Respondents 16	0	1	1	1	1	0	1
Respondents 17	0	1	1	0	1	1	1
Respondents 18	0	1	0	1	0	1	0
Respondents 19	1	0	1	1	1	1	0
Respondents 20	0	1	1	1	1	1	1
Respondents 21	1	1	1	0	0	1	0
Respondents 22	1	1	0	0	0	1	0
Respondents 23	1	1	1	1	1	1	0
Respondents 24	0	1	1	1	1	1	1
Respondents 25	1	1	1	1	1	1	1
Respondents 26	0	1	1	1	1	1	1
Respondents 27	0	1	1	1	1	1	1
Respondents 28	1	1	1	1	1	1	1
Respondents 29	0	1	1	1	1	1	1
Respondents 30	0	1	1	1	1	1	1
Respondents 31	0	1	1	1	1	1	1
<b>TOTAL</b>	10	29	27	26	25	29	18

Table 5 Recapitulation of questionnaire results  
Source: Author's documentation

In this test, specifically question number 1 does not count as a percentage, Just as an opening question to find out how many respondents have used the services of an event organizer.

Among all respondents, only 10 out of 31 respondents (32.2%) had ever used the services of an event organizer, while the rest claimed to have never used it.

Question	Number of answers: Yes	Number of No/blank answers
Question 2	29	2
Question 3	27	4
Question 4	26	5
Question 5	25	6
Question 6	29	2
Question 7	18	13
<b>Total</b>	<b>154</b>	<b>32</b>
<b>Average</b>	<b>25,6</b>	<b>5,3</b>

Table 6 Percentage of respondents' answers

Source: Author's documentation

Here are the answers from 31 respondents. To get the percentage of answers "Yes", the calculation is carried out as follows:

(Total "Yes" answers : Number of questions):

Number of respondents × 100%

$$((154:6):31) \times 100\% = x\%$$

$$(25,6:31) \times 100\% = x\%$$

$$0,8258 \times 100\% = \underline{82,58\%}$$

The percentage of answers "Yes" is 82.58% which means Gong Production Malang's visual identity can be well received by the target audience.

## CONCLUSION

Based on the research that has been done, it can be concluded that designing a visual identity requires a long process. Research and exploration of various creative ideas are needed. In addition, there are many inputs that also need to be considered to be poured into this visual identity. From the results of the tests that have been carried out, Gong Production Malang's visual identity can be well received by the target audience which can be proven by the percentage of "Yes" answers from respondents of 82.58%.

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