
INDONESIA'S LOCAL CONTENT REPRESENTATION IN ASIAN GAMES 2018 MASCOT DESIGN

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ABSTRACT

Indonesia's Local Content Representation in Asian Games' 2018 Mascot Design. The Asian Games is a grand event in the field of sports which is held every four years and involves hundreds of athletes from all over Asia. Therefore, the Asian Games, in addition to being a sporting competition, are also allowing the host country to show their development and relevance in the international league. The Asian Games event is also a major concern of President Joko Widodo because of its potential to be the place for attracting investors and also promoting Indonesia's tourism. One main focus towards this event is shown by using a graphic system and branding following design principles and harmonization with Indonesia's local wisdom. The representation of Indonesian culture and representation of the motto of the 2018 Asian Games "Energy of Asia" must be embodied in the visual design of the 2018 Asian Games, including logo design, graphic systems, and mascot design

Keyword: Asian Games 2018, vernacular design, mascot design, local content.

INTRODUCTION

The 2018 Asian Games event has just passed. Indonesian people can feel joy, pride, togetherness, and unity in sports. The country is united in defending and supporting Indonesian athletes. They seem to forget the differences that often occur. They no longer see differences in religion, ethnicity, race, or political choices. All unite and fight for the glory of Indonesia.

The 2018 Asian Games is the second time Indonesia has been pointed as the host country. Teten Masduki, the Head of Presidential Staff expressed that this four-yearly sporting event is on the top list on the government's agenda for the opportunities it came with, not only to showcase national sports achievements but also boosting promotion on tourism and encourage future investments. Therefore, the 2018 Asian Games logo, mascot, and medal must be able to represent Indonesia.

The logo and mascot of the Asian games were developed regarding the theme of the mascot design competition, namely The Energy of Asia. Jefferson Edri, the creator, said that they were inspired by the spirit of Soekarno, the first president of The Republic Indonesia, who built the Gelora Bung Karno sports complex and several other buildings for the 1962 Asian Games.



Figure 1 Mascot of the 2018 Asian Games Jakarta-Palembang
Source: Kumparan (2017)

RESEARCH METHOD

The method used in this research is analytical descriptive by collecting references from various literature and popular articles regarding the 2018 Asian Games mascot design uploaded to the internet. The data that has been collected is then analyzed using the theory of product design locality sources (Ahadiat, 2008)

as a framework for analyzing the three Asian Games mascots and the connotative and denotative representation of Indonesian local content.

DISCUSSION

The mascot is a shape or object that can take the form of a person, animal, or another object that is considered to bring good luck and to enliven the atmosphere of the represented event. Mascots generally represent the wider community from schools, universities, sports clubs, or the development of a commercial product. Each mascot created will be given a nickname that matches the character of the mascot itself.

The word 'mascot' derives from the French term 'mascotte' which means lucky charm. It is used to describe anything that brings good luck. The word was first introduced in 1867 and popularized by a French composer Edmond Audran who wrote the opera *La Mascotte*, performed in December 1880. Furthermore, the term was used as a slang word by the French as a slang word or a popular pun used by gamblers. The word entered the English language in 1881, and by the time, the word 'mascot' was associated with an inanimate object that usually looked like a hairpiece or a doll on a sailing ship with added meaning, and until today, the term that has been used is associated with animals or object that can bring luck and uplifting spirits.

Nowadays, mascots are often used to liven up the atmosphere and make promotions of an event more interesting. In general, mascots represent commercial products or promotional events from corporate, schools, sports, gimmick programs, and others. Usually, each mascot made has a nickname that matches the character of the mascot itself.

The use of the mascot has now become more widespread with always being used in every sporting event in the world, such as the World Cup and the Olympics as part of its promotions. The selection of the mascot will be adjusted according to one or several things, as follows: (1) the character of the event, (2) the organization who held the event, (3) the country on which the event was held, etc.

During such fierce market competition, a company must use phrases, words, or images to represent the company/brand to make it different from other brands so that it can be remembered well. Many advertising experts believe that one of the most effective representations of a brand is the mascot.

The use of mascots in the world of sports was pioneered by a children's book illustrator Enid Blyton Publisher named Reg Hoyer. In 1966, England was trusted to host the World Cup. However, at that time England had difficulty getting sponsors. Finally, the organizers contacted Reg Hoyer to make a sports mascot to encourage the need for promotion to climb up.

After it was completed in July 1965, instead of naming the mascot after his son, Hoyer instead named the mascot "Willie". The name he took from the name of the Head of World Cup Administration, EK 'Wilie' Wilson.

Willie the mascot then appeared in various illustrations and merchandise. From dolls to beer bottles, Willie's illustrations are always on display. The organizing committee and FIFA also quickly reaped the benefits. Especially after Lonnie Donnegan created a song called "Willie World Cup". Revenues from radio broadcasts and television rights are also increasing.



Figure 2 Willie 1966 World Cup Mascot
Source: WC Football (nd)

Since then, the use of mascots has continued. Not only in the world cup event but also in other sporting events such as the Olympics. Mascot Willie became a pioneer as well as a breakthrough in the history of world sports and the services of Reg Hoyer are still of relevance today.

Asian Games Mascots

According to historical records, the mascot was first used at the 1982 Asian Games IX in New Delhi, India. Since then, the mascot has become a mandatory complement for every Asian Games event. Here are some of the mascots that complemented the one-hour Asian Games series of events from 1982 to 2014:

- 1982 in New Delhi, the mascot was an Asian elephant named Appu.
- 1986 in Seoul, the mascot was a tiger named Hodori.
- 1990 in Beijing, the mascot was a panda named Panpan.
- 1994 in Hiroshima, the mascots were a pair of pigeons named Poppo and Coccu
- 1998 in Bangkok, the mascot was an elephant named Chaiyo,
- 2002 in the city of Busan, South Korea, the mascot was a seagull named Duria.
- 2006 in Doha, the mascot was the rare animal oryx, a kind of medium-sized antelope, named Oryx.
- 2010 in Guangzhou, the mascot consisted of five sheep named A Xiang, A He, A Ru, A Yi, and Le Yangyang.
- 2014 in Incheon, South Korea, the mascots were three sea lions named Barame, Chumuro, and Vichuan.



Figure 3 Asian Games Mascots 1982-2018
Source: historia (2018)

Asian Games 2018 Mascots

At the end of December 2015, preparations for the 2018 Asian Games experienced a lively dynamic among the public. This is because after the 2018 Asian Games mascot was launched, most of the public did not like the mascot.

The social media timeline in Indonesia was also noisy responding to this mascot, as evidenced a few days after the mascot was launched, it became a trending topic on Twitter social media. Indonesian netizens are busy making fun of the mascot design. (Alan, 2015; Gunawan, 2015; “Netizen Olok-Olok Mascot”, 2016). Apart from the mascot, the Asian Games logo is also considered outdated by netizens (“Logo and Mascot”, 2016).

This is a very unfortunate phenomenon because the mascot and logo that will be the 'main face' of the biggest sporting event in Asia are not supported by the public itself. Logos that seem 'old school' can lead to the perception that the organization (in this case the organizing committee) does not adopt modern management best practices (Mahajan, 2014: 209-210). An organization can use a logo design to provide a positive image perception (Kim et al, 2013: 52). Mascot design is good for building organizational identity and getting public attention.

Mascots can also provide many advantages to increase consumer attractiveness and brand recognition (Mohanty, 2014: 42).



Figure 4 Asian Games 2018 Old Logo and Mascot
Source: historia (2018)

This criticism was taken seriously by the government and immediately carried out the process of revising the logo and mascot of the 2018 Asian Games. From the winners of the 2018 Asian Games logo and mascot competition, a new logo and mascot were created.



Figure 5 Asian Games 2018 New Logo
Source: historia (2018)

The new 2018 Asian Games logo was inspired by the bird view of the Gelora Bung Karno Main Stadium (SUGBK) with a stylized sun in the middle. The sun is a symbol of the main source of energy which then spreads through eight routes throughout Asia as well as the world with the Asian Games.



Figure 6 Bird Eye View of the Main Stadium of Gelora Bung Karno
Source: idntimes (2018)

The meaning of the 2018 Asian Games logo, which was chosen by President Joko Widodo, in addition to depicting the sun as a source of energy that spreads to eight routes throughout Asia through the Asian Games event, also hopes that Indonesia can show its greatness through the 2018 Asian Games.

The logo also illustrates the strong energy in reflecting and promoting Indonesia to the world. With this new logo, Indonesia as the host wants to show the world through the 2018 Asian Games' implementation and achievements. The 2018 Asian Games logo that is currently visible is a new logo, this logo replaces the old logo which was previously designed in the form of Cendrawasih, one of the most famous birds from Indonesia, also known as the bird of paradise.

Therefore, the meaning of the 2018 Asian Games can be concluded as a source of energy that shines and spread in every direction through the Asian Games. To further resonate with this message, Indonesia also designed three unique mascots as an embodiment of the positive vibes and to represent the rich culture of Indonesia. These three mascots are also represented by three famous animals from Indonesia:

- The Cendrawasih or the bird of paradise named Bhin-Bhin from the word 'Bhinneka'.
- The Bawean Deer named Atung from the word 'tunggal'
- The one-horned rhinoceros named Kaka from the word 'Ika'

The three animals combined representing the phrase 'Bhinneka Tunggal Ika' meaning unity in diversity, which has been Indonesia's motto since its independence in August 1945.

Local Content Sourced from Various Artifact Objects

In addition to carrying the meaning of Bhinneka Tunggal Ika and cultural diversity in Indonesia, these three mascots are also symbolizing Indonesia's biodiversity. These three charismatic Indonesian animals come from three different regions. The use of these charismatic animals as the mascots of the 2018 Asian Games is also expected to increase public awareness to protect these three animals from extinction, especially due to habitat destruction and hunting for rare animals.

Bhin Bhin the Cendrawasih



Figure 7 Bhin Bhin
Source: hai.grid.id (2018)

Cendrawasih (*Paradisaea apoda*), a typical bird from Indonesia's easternmost island, Papua, is indeed famous for its beauty. Its brown feathers and long, colorful tail make Alfred Russel Wallace, a biologist from England, say the bird of paradise is the most stunning and most beautiful, feathered creature on Earth. Because of this beauty, the Cendrawasih is often called 'Birds of Paradise' or 'birds from heaven'.

This type of Cendrawasih from Papua has the scientific name *apoda* which means without legs. This is due to a misperception that makes Europeans think that Cendrawasih has no legs because in the past, Cendrawasih specimens

that were sent to Europe, either for study or for collection, had their legs cut off. Therefore, many consider this bird to fly down from heaven to find food on Earth, and will only hit the ground when it is about to die.

Atung the Bawean Deer



Figure 8 Atung
Source: hai.grid.id (2018)

The Bawean deer (*Hyelaphus kuhlii*) is an endemic deer from Bawean, Gresik, East Java. This means, this deer will not be found anywhere other than in Bawean. This deer has a natural habitat in primary and secondary forests, especially in hilly forests and swampy meadows.

This deer has a length of 140 centimeters from head to body and its horns can grow up to 47 centimeters. These horns will be used to fight during the breeding season.

Unfortunately, the population of Bawean deer is decreasing and now its status has been declared endangered due to hunting. In addition, the damaged habitat of the Bawean deer and replaced with teak plantations also threatens the survival of these deer. Therefore, the deer was used as one of the Asian Games mascots, to raise public awareness of this endangered animal.

Kaka the Javan One-Horned Rhinoceros

The Javan rhinoceros (*Rhinoceros sondaicus*) was originally a type of rhino with the widest habitat spread from Java, Sumatra, to India and China. But unfortunately, now the Javan rhino population is decreasing and it is estimated that there are only 58 to 68 tails left and can only be found in Ujung Kulon

National Park. Due to the very small number, according to WWF, the Javan rhinoceros is now the rarest of the five rhino species.

During its lifetime, the Javan rhino can reach a length of four meters and weigh more than 2 tons. The male rhinos have one horn that is around 20 centimeters long, while the female counterparts have no horn.

Representation of Local Content

In the three mascots Bhin Bhin, Atung, and Kaka, the embodiment of local content can be found in their different clothing style and patterns. Bhin Bhin is depicted wearing an Asmat vest from Papua and is a symbol of strategy. "Bhin Bhin" is a bird of paradise (Paradisaea Apoda) that represents strategy. Bhin Bhin wears a vest with an Asmat pattern from Papua.



Figure 9 Bhin Bhin, Cendrawasih, and Asmat pattern
Source: intisari (2018)

While Atung is depicted wearing a sarong with a tumpal pattern from Betawi. Sarong is a traditional Indonesian attire that is shaped like a tube and worn like a skirt. To fasten the sarong, you will need to wrap it tightly around your waist and roll it up to secure it. Although it's shaped and worn like a skirt, a sarong is usually worn by men in Indonesia and many other southeast Asian countries. Sarong is usually designed with plaid or checkered patterns, nonetheless, in its development, a sarong can also use many other patterns and can also be secured with the more conventional elastic band and buttons.

In its visualization, Atung wore the sarong in the traditional way of wrapping around the waist, however, the sarong being used is designed with *tumpal* pattern from Betawi. It is one of the most used batik patterns in Indonesia. The defining pattern of batik *tumpal* is a geometric isosceles triangle

on the front that is inspired by Serasa fabric from India. The *tumpal* pattern is also believed to be able to prevent bad luck for the wearer.



Figure 10 Batik Tumpal defining pattern
Source : grahabatik.com (2019)

The third mascot, Kaka the Javan rhinoceros, is depicted wearing a breast cover with the flower pattern, a traditional attire from Palembang, South Sumatra, one of the cities where the event is held.



Figure 11 Kaka the Javan Rhinoceros
Source indomascot.com (2018)

Together, Bhin Bhin, Atung, and Kaka represent the diversity of Indonesian culture, from eastern, central, and western Indonesia respectively. Aside from that, the mascots also symbolize strategy, speed, and strength.

CONCLUSION

From the discussion above, it can be concluded that the mascots of the 2018 Asian Games Bhin-Bhin, Kaka, and Atung combine visual elements in their clothing patterns from Jakarta, Palembang, and the

Asmat tribe. The visual elements that are lifted do not only come from one source and function as one of the supporting aspects of the mascot character that's being displayed. According to the 2018 Asian Games official website, the Asian Games mascot reflects the values held by the Indonesian people, namely Bhinneka Tunggal Ika. Sports mascots represent the identity and uniqueness of sporting events.

With the value of diversity and unity, the three mascots with different energies represent the energy contained in the Asian Games. This is in accordance with the theory used in the discussion of the presence, impact, and process of realizing local content in the design in this discussion. In addition, by considering modern and contemporary visuals, it is hoped that the mascot of the 2018 Jakarta-Palembang Asian Games will not only able to become a unifying symbol of the Republic of Indonesia in sports events but also become a visual representation of the Indonesian nation in the eyes of the international community. The visual appearance of the logo and mascot is expected to be able to compete with today's visuals and give the impression of the Indonesian nation as a nation that follows the times so that it can create a positive perception both among the Indonesian people themselves and internationally.

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