

VISUAL IDENTITY DESIGN FOR TEMAS VILLAGE IN BATU CITY

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Abstract: One of the cities in East Java province that become a tourist destination is Kota Batu. According to statistics of visitors' archives of Tourism and Culture Kota Batu, there is an increase of visitors over the last five years, but tourist arrivals dominate the artificial travel by 80%, compared to 19% natural travel and religious tourism 1%. Kota Batu has the potential to increase the number of visits through the introduction to natural tourism. One of them is Temas Tourism Village, located in the village Temas with the main potential are organic farming and outbound. So it takes media efficiently addressed to children and parents to know the existence of natural tourism. Visual identity can be used to alert the target of Temas Tourism Village. To overcome this study, researchers used a method of collecting data through observation, library research, interview relevant sources and methods of documentation then perform the tows analysis method and matrix analysis, So researchers can conduct visual identity design and its implementation using the creative concept of children behavior approach that are cheerful and dynamic. Implementation design used were poster, brochure, road direction, office supplies, name card, website, so with the design of this study will attract tourists to visit the natural tourism than artificial one.

Keywords: *Natural tourism, Tourism village, Visual identity.*

1. INTRODUCTION

Indonesia can be as a major tourist destination compared to overseas destination. Many views are beautiful and able to attract tourists, ranging from nature, culture, customs and rich by historical heritage. One of the cities in East Java, which become a tourist destination is Batu City. Based on the archives of Department of Tourism and Culture, Batu City in the period 2011 -2015, tourists visit of Batu City reached 9,548,704 visitors and artificial tourism occupied 80% of the total number of tourist arrivals to the city than natural tourism which only 19%. Besides Batu city has a beautiful natural scenery that has its own charm to attract tourists. However the lack of tourist information on the natural tourism make the tourists are mostly just interested and visiting on artificial tourism than natural tourism.

One of Batu City natural tourism is Temas Tourism Village, located in the Village Temas. The main potential offered by this tourism village is the area of organic vegetable farming and organic herbal medicine. Thus, Tourism Village Temas seeks to foster a sense of concern of tourist for agricultural sector. Where the tourists who visit can learn firsthand how to farm organically, harvesting vegetables that have been the time of harvest and processing of organic cuisine using traditional tools and enjoying a dish of food in the hut which has been provided coupled with cool air and views of rice fields and a panoramic mountains surrounding Batu City. In addition, there are outbound activities to train the brain and it's motoric. As a tourism village which is still relatively new, Temas Tourism Village does not have a visual identity yet. So that it can affect the process of promotional activities which have a relation to the visit of tourists and information about Temas Tourism Village.

According to Mr. Andri Wijaya as a headman secretary of Temas village, tourist arrivals in February 2016 to March 2016 there were approximately 389 visitors come to visit Temas Tourism Village. So that the average visitors per month can be said only about 190 visitors. The amount doesn't meet the targets of Temas Tourism Village yet.

Based on the facts and issues in the above discussion, visual identity and its implementation are necessary to increase the number of tourist visits and inform about the existence of Temas Tourism Village to domestic tourists. Researchers are interested in creating visual identity design and implementation for age of seven to seventeen years old where they still have a high spirit in the activity and try new things. The author collected data through observation at Temas Tourism Village, interviews with stakeholders, literature and documentation. The author hopes that this design can attract tourists to visit Temas Tourism Village. The increasing number of tourists who visit, it will increase tourist visits to natural tourism in Batu City and also it will increase the interest of tourists to the agricultural sector, especially in organic farming and everything in Temas village.

2. THEORETICAL BACKGROUND

In designing the visual identity, a designer or creator requires basic theory as a guide in designing. In designing the visual identity and its implementation at Temas Tourism Village, the author uses several theories such as the theory of visual identity, “the visual identity which is associated with values, philosophy, vision and mission, the industrial field, the target market and as the one that form and determine the company's success in the future. Visual identity design become the most potential asset because it can communicate the brand name and leadership position in the market by embedding the word in consumer's mind” (Jessica and Siwanto, 2015). “Given the shape of the visual identity such as logo, according to one of the logo theories, the logo may be an image, an image that can include a variety of shapes and colors. Because of the nature of what is represented by a different logo each other, then the logo should have a different shape. Different forms of the logo can include physical shape, color and dimension. The form transformation is taken of what the logo associated with the company” (Kusrianto, 2009). In designing a logo there are principles logo. It was revealed by Carter (2002) in Kusrianto (2009) “makes a good logo the principles that should be followed are: 1) Original and Distinctive which has a value of distinctiveness, uniqueness and clear distinguishing. 2) Legible or have a reading level is quite high although published in various sizes and different media. 3) Simple or easily captured and understood in a relatively short time. 4) Memorable or easy to remember because of its uniqueness, even within a relatively long time. 5) Easily associated with the company means a good logo will easily be linked to the type of business and the image that an enterprise or organization has. 6) Easily adoptable for all graphic media logo means easy to apply, either in relation to the physical shape, color, and arrangement on a variety of graphic media.”

“Basically the logo can be used in a variety of media in accordance with the needs of the company. In general, logo often applied to the following: 1) Stationery (business cards, envelopes, letterheads, folders, notes and other office stationery) 2) Interior and exterior (nameplate, a system of signs, displays, decorations, etc.) 3) Publications (profiles, newsletters, guidebooks, annual reports, etc.). 4) Merchandise (mug, uniforms, hats, umbrellas, pins and so on. 5) Digital (website, online banner, e-mail and other applications). 6) Products and packaging. 7) Advertising and Promotion. 8) Other creative media. In designing the visual identity, a designer has a basic theory of design, including typography, color, illustrations and layout” (Jessica and Siswanto, 2015).

3. THE RESEARCH METHOD

In making the visual identity and its implementation in the promotion media, researchers collected data through **observation**. Based on the book of *Metode Penelitian Kuantitatif dan Kualitatif*, Observation is the registration activities of systematic events, behavior, objects are seen and other things needed to support research that is being conducted (Sarwono, 2006:224) , The author made some observations at Temas tourism village in Jalan Wukir No. 79 Kecamatan Batu, Batu City.

Furthermore, **the study of literature**, based on the book of Metode Penelitian, the study of literature namely data collection techniques to conduct a study review of books, literature, records, and reports that had to do with the problem which is being solved (Nazir, 1988:111). The author conducted a literature study through the books that deals with visual identity.

Based on the book of Metode Penelitian Visual dari Seminar ke Tugas Akhir, **The interview** is a conversation that has a goal to get the desired information by asking a few questions (Soewardikoen, 2013:20). Based on data obtained through interview with Mr. Andri Wijaya as a headman secretary of Temas village that Temas tourism village has itself to further develop their potency. During his tenure, tourist visits has increased compared to the previous year, but the increase still doesn't meet the target yet. So, the situation should be able to be better utilized in activities to introduce and promote Temas Tourism Village. The majority of tourists are students. So the author makes the design and implementation of visual identity in the promotion media aimed at children for boys and girls aged seven to seventeen years old.

Then **the documentation method** based on the book of Metode Penelitian Kuantitatif, Kualitatif dan RnD, is a method of data collection which is a record of events that had passed. Documents can be in the form of texts, images, or the monumental works of someone (Sugiyono, 2013:240). The author conducted a documentation method to find the data of Kota Batu tourists from period of 2011 to 2016 and did analysis using **matrix analysis**, Based on the book of *Metode Penelitian Visual dari Seminar ke Tugas Akhir*, matrix analysis that consists of columns and rows that each represents two different dimensions that can be either the concept or information. Identifying the data in the form of a more balanced presentation, by aligning information either images or texts. It is very useful to make a comparison of a set of data such as identifying similarities and differences in research data (Soewardikoen, 2013:60-61). Researchers compared similar data to Kalibuntung Tourism Village, Lombok Kulon Tourism Village, Pujon Kidul Tourism Village and D'kandang Amazing Farm where all four areas have a visual identity so that Temas Tourism Village also requires the visual identity.

Furthermore, researchers analyzed with **tows analysis**. Based on the book of *Metode Penelitian Visual dari Seminar ke Tugas Akhir*, Tows analysis to take into account internal factors that consist of Strength and Weaknesses as well as external factors which consists of Opportunity and Threat. Tows analysis used in assessing a company, by creating a matrix between external factors. The external factors are the opportunities and threats on the vertical side. The internal factor are the strengths and weaknesses on the horizontal side. Thus, at the intersection of column and row occurred four boxes of the resulting mixture of external and internal factors namely the opportunity - the power, the opportunity - the weaknesses, the threats - the power, and the threats - the weakness. Tows Analysis can produce a concept or big idea for the design by choosing a box of amalgamation result to determine a concept (Soewardikoen, 2013:52). The results of twos analysis is strengthening the identity of Temas Tourism Village as educational tours to the rural environment, increase promotional activities using effective media and on the target of Temas Tourism Village in order to strengthen the assumption of education by interacting with the surrounding environment which has an important role for children and add directions in the area of Kota Batu in Temas Tourism Village.

4. RESULT AND DISCUSSION

The design of this final project aims to provide information on the existence of Temas Tourism Village and to increase tourist arrivals of Temas Tourism Village. The target is the age of 7-17 years old in which the age is still very high spirit in their activities, so that it will get good support by parents. To help to achieve the targets, it takes an interesting visual identity, so that children and parents are also interested in Temas Tourism Village. Based on analysis of similar data, the competitor has the visual identity to help to increase the number of visits. So the authors used the strategy W-O (Weakness - opportunity). The concept of the message to be conveyed is designing

visual identity in the promotion media Temas tourism village as educational tours and recreation for the students about organic farming with rural environment so the concept of a message which raised can provide several benefits, such as: 1) by introducing of natural organic agriculture in order to create a sense of caring for the brave of farming. 2) Potential sense to appreciate the food. 3) to creates a sense of daring in action, expression and interaction in the environment.

Creative Concept in the design of visual identity along with implementation uses the approach of children's character. The approach would affect the elements of visual. The creative concept approach is cheerful and dynamic.

Logo Visual Concept in this design shows main potential of organic farming and nature of Temas Tourism Village. Through the mind map stages, we can take conclusion to be the basis for making the logo such as forms of sun, green, red, orange, and blue, has a fine line, an icon are in the form of leaves and sans serif typography thickness. On each form has its own meaning such as forms of the leaf is a parable of the main potential of Temas Tourism Village. Moreover, there is another meaning as a symbol of a life in which the leaves grow together with plants so that it will continue to grow and develop as the added water, the water here can be considered as spirit energy of the students to be more with nature. The Form of sunrise has a meaning described as new knowledge or new insights that can be received by students. Curved lines is the flow of water, which has a role that in life, we should move dynamically towards the better. The whole meaning of visualization is the existing activities at Temas Tourism Village represents a positive activity in which the activities provided have knowledge and can be used as new insights for children about the natural environment such as organic farming and a fun way to socialize which can also hone the work of motoric and child's brain in which the activities have a role in everyday life that can have positive effects on children afterwards.

4.1 Design Result

Logo



Figure 1 Temas Tourism Village logo
Source: Personal Documentation

Stationery



Figure 2 stationery
Source: Personal Documentation

Name board and directions

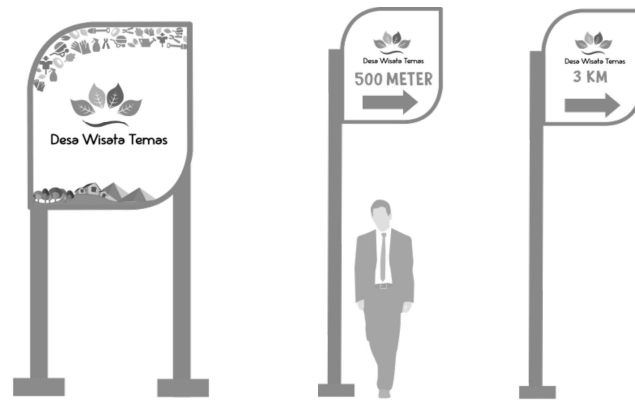


Figure 3 nameboard and directions
Source: Personal Documentation

Poster



figure 4 poster
Source: Personal Documentation

Brochure



Figure 5 brochure
Source: Personal Documentation

Website



Figure 6 website
Source: Personal Documentation

5. CONCLUSION

Based on the analysis and design of the research that has been done, there are several conclusions that can be taken are Temas Tourism Village has the potential to be recognized more parties as educational tours because of the potential that can be developed later in order to increase the interest in the target so that tourists who visit Kota Batu will be more interested in natural tourism than the artificial tourism one of them is Temas Tourism Village. Thus, with the visual identity and the implementation in Temas Tourism Village can start the improvement of the identity and begin to introduce Temas Tourism Village to public. Thus, lack of management in the field of visual makes the existence of Temas Tourism Village is less known by tourists and the unity of the system on visual identity and its implementation can be an effort in the formation of visual identity to make it easier to be remembered and to give characteristics that make tourists aware and interested in visiting Temas Tourism Village.

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