



Visual Branding Design "Kampung Roti Bundelan" Banjarwaru Village Lumajang Regency

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Abstract

Kampung Roti Bundelan is one of the potentials owned by Banjarwaru Village. There are approximately 9 bread and cake home industries that produce market snacks, to cakes that can be found in modern shops. Kampung Roti Bundelan also presents an experience of learning to make local bread and cakes so that visitors can make and experience the cakes they make firsthand. The lack of information about Kampung Roti Bundelan means that not many consumers know about the existence of Kampung Roti Bundelan, so an idea emerged from the designer to provide a solution by designing a visual branding for Kampung Roti Bundelan to introduce the image of Kampung Roti Bundelan to the general public. The method used in this design is design thinking through 5 stages, namely empathize, define, ideate, prototype, and testing with data analysis using 5W + 1H. The results of this design produce the main media in the form of user interface design as information media to the audience, and supporting media in the form of stationery sets, print communication media, digital communication media, packaging designs, marking systems, event backdrops, and merchandise.

1. Introduction

Etymologically, village comes from Sanskrit which means homeland, homeland and birthplace. According to permendes no. 6 of 2015 which discusses the development of disadvantaged areas and transmigration of the Republic of Indonesia as an effort to develop villages to create economic equality. To carry out these efforts, the government has begun establishing BUMDes throughout the archipelago. BUMDes is a village-owned business entity managed by the village government.

Lumajang is one of the districts in East Java province. Banjarwaru Village is one of the villages in Lumajang Regency. The location of Aini village is approximately 8 kilometers west of the center of Lumajang Regency. The large area of land is an agricultural area of rice fields and beautiful river flows and the outskirts of the city that surrounds Banjarwaru Village so that it can produce abundant natural wealth. Therefore, Banjarwaru Village has a lot of potential that can be developed.

Kampung Roti Bundelan is one of the potentials of Banjarwaru Village, namely that there are approximately 9 existing bread and cake home industries. The bread and cakes produced in Kampung Roti Bundelan have

various flavors and types. The efforts of the Banjarwaru Village Government to carry out promotions that have not been optimal are one of the factors and an obstacle to introducing various village potentials, one of which is Kampung Roti Bundelan. One effort to introduce the potential of this village is visual branding. The importance of visual branding is that it can attract the audience, introduce Kampung Roti to the general public, and differentiate or differentiate it from other competitors.

1.1 Literature Review

As a guide and reference in preparing the design, the designer dug from several journals and previous research as a reference to obtain a theoretical basis. There are several studies that form a literature review on visual branding design, as follows.

Table 1: Comparison of Relevant Previous Design Journal References

No	Title	Author(s)	Year	Method	Concept and Results
1	Design of Destination Branding for Sumbergondo Village	Mahendra Wibawa	2020	Qualitative method with interview, observation, & documentation techniques. The data analysis method used is SWOT analysis.	<p>1. Concept: The design concept focuses on nature, hard work, and friendliness.</p> <p>2. Visual Logo: Traditional style depicting natural elements and friendliness.</p> <p>3. Color Scheme: Red, light blue, dark blue, and orange.</p> <p>4. Typography: "Amazing infographic" style, conveying a firm, friendly, and legible impression.</p>

2	Design of Destination Branding for Pujon Kidul Village Tourism, Malang, East Java	Kezia Ratih Ayu Lanita, Listia Natawidjaja, and Rika Febriani	2019	Qualitative method with interview, observation, and documentation techniques. The data analysis method used is SWOT analysis.	<p>1. Concept: The design theme is “Exciting Experience of Returning to the Village”.</p> <p>2. Visual Logo: East Java’s traditional Joglo house, representing the numerous pavilions found in Pujon Kidul Village.</p> <p>3. Color Scheme: Friendly, warm, natural, calm, communal, and traditional.</p> <p>4. Typography: “Berkshire Swash,” depicts a classic and traditional feel.</p>
3	Design of Destination Branding for Kerta Village Tourism in Payangan District, Gianyar Regency	Eka Sita Michandani and I Nyoman Sukma Arida	2019	Qualitative method with interview, observation, and documentation techniques. Data analysis method used is SWOT analysis.	<p>1. Concept: The design concept emphasizes the natural ambiance representing the village.</p> <p>2. Visual Logo: Traditional style combining visual elements of bamboo, temples, livestock, and humans.</p> <p>3. Color Scheme: Dark green and light green.</p> <p>4. Typography: Serif typeface.</p>

2. Research Methods

Design Method is a method used in design with the aim of making it easier to complete the design. In this design, researchers used qualitative methods using interviews, observation and document data in this research. Interviews are a design method that uses data collection by means of questions and answers between the interviewer and the source using certain guidelines. By using the 5W 1H question technique, namely who, what, when, where, why, and how. (Question techniques: who, what, when, where, why, and how)

Observations were carried out directly in Bundelan Roti Village. Meanwhile, document data is a data collection technique by searching for previously existing data.

Interviews were conducted with Mr. Samsul Arifin (as head of Banjarwaru Village), Mr. Anton Ali Abidin (as manager of the local bread and cake home industry), and Mas Ali Ikhwan (as head of the Banjarwaru Village youth organization). Data was obtained using the 5W+1H data analysis method. This method was used in designing the Visual Branding of Bundelan Roti Village, Banjarwaru Village, Lumajang Regency. Following are the results of the data obtained.

1. What

(What message will be conveyed in this design?)

A cool experience in education and culinary delights at Kampung Roti Bundelan.

2. Why

(Why is it necessary to create a Visual Branding Design for "Kampung Roti Bundelan" in Banjarwaru Village, Lumajang Regency?)

To introduce the image and identity of Kampung Roti Bundelan, Banjarwaru Village, Lumajang Regency.

3. Where

(Where is the Visual Branding Design for "Kampung Roti Bundelan" in Banjarwaru Village, Lumajang Regency carried out?)

Digital media is delivered via websites that can be accessed on desktops and mobile phones.

4. When

(When will the Visual Branding Design for "Kampung Roti Bundelan" in Banjarwaru Village, Lumajang Regency be disseminated?)

The Visual Branding Design for "Kampung Roti Bundelan" Banjarwaru Village, Lumajang Regency will be published after the design process is complete and can be used at any time because it is in digital form.

5. Who

(Who is the target in the Visual Branding of "Kampung Roti Bundelan" Banjarwaru Village, Lumajang Regency?)

The expected target in this design is Lumajang Regency residents aged 21 to 45 years who already have an income. Those who have a hobby of eating bread.

6. How

(What is the process of creating a Visual Branding Design for "Kampung Roti Bundelan" in Banjarwaru Village, Lumajang Regency) Initially the designer collects data related to "Kampung Roti Bundelan" in Banjarwaru Village, Lumajang Regency, then the designer analyzes the data to get a problem to be solved which will later be useful in determining the aim of the design concept, followed by the development of ideas and the design process to produce the final result which will later be tested to obtain maximum results.

Meanwhile, the creative method is a procedure used as a data collection tool and to answer the problems in this research. The method used in this research uses the design thinking method. Several stages of design thinking include define, ideate, prototype and test. The following is a chart of the design thinking process and a brief explanation of the design thinking procedure.

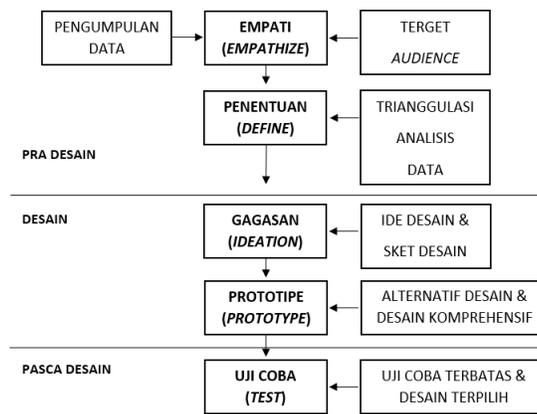


Fig 1 Design Thinking Process Flow Chart "Craftsmanship Research Methodology CHAPTER III" (Source: Pujiyanto)

- Empathize
Emphasize is the initial stage where verbal and visual data are collected and carried out through an approach to the object that will be used in the research,
- Define
Define is the analysis and synthesis stage of the information that has been collected from the previous stage to identify a problem,
- Ideate
In the ideate stage, strategy, visual design and media are determined which will produce several ideas. These ideas will be used to solve problems in the previous stages,
- Prototype
The prototype stage is the stage where the design of the work is carried out and can be used only as a reference for the final design,
- Test
The final test stage is testing that is carried out after the prototype stage has been completed to obtain feedback from potential users as additional improvements.

3. Result and Discussion

Kampung Roti Bundelan is a village located in Banjarwaru Village, Lumajang Regency. Bundelan Roti Village has a lot of abundant potential, including the natural charm of the bakery village which is still beautiful, a variety of local specialty breads and cakes, and educational tours to make local specialty breads & cakes. However, Bundelan Roti Village, Banjarwaru Village, is not well known to the public, especially Lumajang residents.

This deficiency is a weakness for Bundelan Roti Village, so it is necessary to carry out branding activities as an effort to introduce Bundelan Roti Village.

In this design process, data processing was carried out and produced the basic concept and initial sketch of the visual branding design for Kampung Roti Bundelan. The concept for designing the visual branding for Kampung Roti Bundelan was taken from the message that Kampung Roti Bundelan wanted to convey to the audience (brand promise). The brand promise in this design is a fun experience of learning and playing in Kampung Roti Bundelan. Therefore, a brand image can be found which is a good perception of the community towards Kampung Roti Bundelan. The brand image that you want to display in the image of Kampung Roti Bundelan is educational, clean, safe and comfortable. To realize this brand image, a design approach was carried out with 3 processes. namely strategy, visualization and production.

A. Strategy

This stage is to create a strategy used to design a brand identity or logo. In this process, the name, tagline, logo anatomy, logo classification and logo criteria are determined as well as brainstorming and looking for visual references. In this process the name taken was "Kampung Roti Bundelan" this name was taken from the research object area, while the tagline adopted was "Fun Learning and Culinary" this word was taken from the mood of the visitors who came to Kampung Roti Bundelan. In this process, the logo anatomy used is the logotype and logogram which can present the name, uniqueness and image of Kampung Roti Bundelan, with the criteria for a logo that is unique, legible, simple and timeless,

B. Visualization

This stage is carried out to realize the plan in the strategy stage. In this process, doodling is carried out which will later produce a rough sketch and be used as an alternative brand identity. After finding an alternative logo, then enter the digitization process. After the logo has been digitized, the next step is to determine the typography system, color system, supporting graphic elements and photography elements.



Fig 2. Kampung Roti Bundelan Logo (Source: Personal Document)



Fig 3. Kampung Roti Bundelan Brand Color System (Source: Personal Document)



Fig 4. Kampung Roti Bundelan Graphic Elements (Sumber : Dokumen Pribadi)

C. Production

This production stage is the stage where the identity aspects that have been created in the visualization process are implemented into the media used for branding "Kampung Roti Bundelan". In this design, the media used to introduce Bundelan Roti Village to the general public uses several media including :

Main Media

The main media in this design is designing a website user interface design with a layer resolution of 1440 x 1280 px. Which is used to introduce Kampung Roti Bundelan with several features including: home page, about us page, packages, gallery, blog and contact us.



Fig 5. Kampung Roti Bundelan Website Mockup (Source: Personal Document)

Supporting Media

In this design there is supporting media that helps the visual branding design process to strengthen the brand and protect the brand. Results of the implementation of identity components in internal media in the form of Stationery sets, Uniforms, Signed, Packaging Design, Operational Vehicles, Event Booths, Print Communication Media, Digital Communication Media and Merchandise.



Fig 6. Mockup Stationery Set Kampung Roti Bundelan (Source: Personal Document))



Fig 7. Uniform Application Kampung Roti Bundelan (Source: Personal Document))



Fig 8. Packaging Design Kampung Roti Bundelan (Source: Personal Document))



Fig 9. Operational Vehicle Application Kampung Roti Bundelan (Source: Personal Document))

4. Conclusions

Referring to the results of the design that has been carried out, the conclusion is that there is a big opportunity for Kampung Roti Bundelan to be made into a tourism brand. This tourism brand is realized by designing Visual Branding, because by carrying out Visual branding in Roti Bundelan Village, Lumajang Regency, it can facilitate identification with the existence of a brand. This design can be developed further as part of the branding process and literature study for further design. The development in question can be in the form of additional media used to communicate the brand to users and targets, so that it not only fulfills basic needs as a brand, but can also support the facilities needed by the target audience.

Apart from that, it would be good if the Final Project project could be realized and used by brands in real life and not just stop in the Final Project work portfolio. Therefore, designers suggest that institutions can coordinate with the owner or party responsible for the brand. By realizing the Final Assignment design project, it can also be proven that the quality and performance of students in implementing the results of their studies in their Final Assignment work as preparation for entering the world of work.

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