Conference Paper

Ketenger Tourism Village Logo Design

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Abstract

The number of tourism destinations in Indonesia means that each manager is competing to be the best known and most popular destination. Ketenger Tourism Village is one of the villages that uses its natural beauty to become a tourist spot and offers a range of attractions from waterfalls to special interest tours. To become a thriving Tourism Village, professional management is needed, both facilities and infrastructure, as well as the control of the tour manager. One of the keys to successful promotion is to have a logo/brand embodies the characteristics of the area. Aside from being a promotional media, a logo is also an identity that represents the place. This study considers the logo design process for the Ketenger Tourism Village. It starts with the data collection from direct observations on locations, interviews, and data taken from digital sources. After the data is collected, a brainstorming process is carried out to produce several keywords that can later be transformed into a few rough sketches that underlie the logo. The logo chosen must be attractive, unique and able to represent the Ketenger Tourism Village and be able to be a differentiator from other tourist attractions.

Keywords: logo, tourism village, ketenger

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1. Introduction

Increasingly the Tourism Village in Indonesia makes each manager competing to provide different characteristics so that it is better known and can be a tourist destination. One of them is Ketenger Tourism Village located in the Baturraden Banyumas tourist area in Central Java

As quoted from the website diparda.gianyarkab.go. Id, Tourism Village is a community or community consisting of residents of a limited area who can interact with each other directly under a management and have the awareness and awareness to play together according to the skills and abilities of each Empowering the potential conducive to the growth and development of tourism and the realization of the Sapta Enchantment so as to achieve regional development improvement through tourism and utilize it for the welfare of the people in the region.

Tourism Village is a self-help and community-based group that in social activities seeks to increase tourism understanding, facilitate the role and participation of the

community in tourism development in the region, increase the value of tourism and empower it for the welfare of the city, participation in the success of tourism development. The existence of a Tourism Village will automatically be able to have a positive impact on the environment and the economy of the surrounding residents.

The purpose of establishing a Tourism Village is to improve the position and role of the community as an essential subject or actor in tourism development, and to be able to work together and partner with relevant stakeholders in improving the quality of tourism development in the region, building and fostering positive attitude and support of the community as a host through the realization Sapta Pesona values for the growth and development of tourism in the region and its benefits for regional development and the welfare of the community and introducing, preserving and utilizing the potential of tourist attractions in each area.

The function of the Tourism Village is as a direct forum for the public to be aware of the potential of Tourism and the creation of the Sapta Enchantment in the area of the tourism destination and as an element of partnership for both the provincial and regional governments in the effort to realize and develop tourism in the region. The Tourism Village Development Criteria are 4A + C1, namely:

- It has excellent tourist attractions.

- Having Amenities / Institutional.

- Have adequate accessibility/infrastructure.

- Have Ancilliries / supporting tourist accommodations.

- Has Community Involvement / Community Involvement.

Ketenger Village, located in the foothills of Mount Slamet, has the potential to become a representative Tourism Village. Supported by abundant natural wealth, and other tourism potentials that can be used as tourism excellence. But to become a Tourism Village, Ketenger still needs professional management, both in facilities and infrastructure, and in its promotion. To make Ketenger a promotional tourism destination village can be done with various kinds, one of which is to have a logo or brand. Aside from being a means of promotion, a logo can also be the identity of a brand or the name of the tourist destination to compete with similar tours.

2. Logo

A logo is an object that represents an entity, its entity in the form of goods and services, the state, organization, party, human being or group, ideas/ideas, and concept ideas.

A brand or logo is like a flag, signature, and a symbol that does not directly sell but gives a persuasion, identity, information that is ultimately used as a marketing tool (Safanayong,2006).

The origin of the word logo from the Greek Logos, which means words, thoughts, speech, reason. At first, famous was the term logotype, not a logo. The logo is an abbreviation of the logotype. The term new logo emerged in 1937, and now the term logo is more popular than a logotype. Logos can use any element: text, logogram, images, illustrations, and others. Logogram in the form of an image element of a logo, a symbol element that can represent or give meaning to a word logogram, can also be called an ideogram, which is a symbol that represents an intention/idea. The logo is a signature of an entity, which means a sign, a characteristic that is applied to an object (Rustan,2010;13).

A good logo is one that maintains its simplicity. A simple logo is often useful because a simple logo will help make eye identification easier. In the book Love Design Logo, the simplicity of shape can help design be more versatile. Simplicity also makes the icon more easily recognized (Airey, 2010: 22-23).

3. Tourism Village Ketenger

Ketenger Village is one of the tourism buffer villages at the foot of Mount Slamet precisely located in the Baturraden Tourism Area of Purwokerto, Central Java. With its many natural tourism potentials ranging from nine waterfalls spanning two large rivers flanking the village, the Gumawang River and the Banjaran River, to historical tourism, the remnants of the Dutch heritage in the form of Lori rails and Japanese heritage. In the way of a dam or dam.

The management of tourism in the Ketenger tourism village was first focused on the potential of the Curug / Waterfall Gede, which had been started since before 2000 and has increased. At the beginning of management, the level of tourist visits to Curug Gede attractions is quite high. Support from local governments helped encourage the development of Curug Gede attractions so that Curug Gede became widely known in the community. However, in the following years, the Curug Gede tourism object was not well managed so that tourist visits began to diminish. On the other hand, the reduction in water debit in Curug Gede also influences the beauty of Curug Gede.

Seeing these conditions, ideas emerged from community leaders who care about tourism to revive the atmosphere of tourism in the village of Ketenger. Then formed the Tourism Awareness Group (Pokdarwis), whose members are young people of Ketenger

Village. The main target of Pokdarwis is to manage tourism objects that have previously been managed and develop other tourism potentials. December 2004 was the beginning of the re-management of the Curug Gede tourism object under the banner of Pokdarwis. Ideas for designing special interest tours then emerged. With natural conditions that are still natural and abundant potential of rivers, forests, and water, the development of special interest tourism, namely adventure tourism/adventure is quite realistic. Until then in 2010, a partnership with PT Indonesia Power was formed to create an outbound vehicle. In addition, PT Indonesia Power also exploits the natural potential in the form of water as a hydroelectric power plant.

In addition to the abundant natural potential, Ketenger Village also has other possibilities in the field of culture. The Ketenger Village community also still preserves the culture and traditions of ancestors such as Alms Earth, Ruwat, Ngupati, Mitoni, and Accompaniment of Sunatan, and even some of the arts are also still preserved such as Javanese Gamelan, Calung, Genjring, and Kenthongan. The potential is a perfect blend of natural potential with artistic and cultural potential, which is very feasible to be developed so that it can make Ketenger Village a choice of Tourism Village.

By becoming a Tourism Village, the people of Ketenger can be independent. The number of jobs can support the economy of the surrounding community. The proximity of the Ketenger area to the Baturraden tourist area also has a positive impact on being able to become the Ketenger Tourism Village. The following is the vision and mission of the Ketenger tourism village.

The Vision of the Ketenger Village

Creating village governance that is independent, trustworthy, transparent, and services in the context of realizing an advanced and prosperous (separate) Ketenger Village.

The mission of Ketenger Village:

- Reforming the performance system of the village government apparatus to improve the quality of services to the community.

- Optimizing the role and participation of the community in developing villages.

- Establish cooperation with all parties in the mission of village development.

- Register village assets and use them for the interests of village communities.

4. Design Process

4.1. Research Data

To become a Tourism Village, Ketenger Village needs a visual identity in the form of a logo. The logo must represent Ketenger Tourism Village; besides that, the logo must also be simple and attractive so that it can be easily remembered to become the Village's identity. Previously, Ketenger Village did not have a visual identity in the form of a logo, only adventure tourism, which already had a logo. Like in the picture below.

Figure 1: The Ketenger adventure travel logo.

In the logo design process Ketenger Village requires data that is used as a guide in designing the logo, including the following:

1. Observation

   In developing this Ketenger Tourism Village information system we have made direct observations twice; this is to find out firsthand how the situation and geographical location of Ketenger Village, the social presence of the community, can also be known from this observation.

2. Interview

   In direct observation to the Ketenger location, we also interviewed with the manager of the Ketenger tourism village, which in this case we talked was Mas Ari, he revealed a lot of tourism potentials in Ketenger

3. Ketenger Data

   Data and information about Ketenger Village were obtained from Mr. Ari as a village tourism activist, regarding tourism potential, Ketenger vision and mission, and Ketenger history. Some data is also derived from the literature as well as the internet and websites.

4.2. Theoretical basis

The process of making the logo of the Ketenger Tourism Village uses the approach of Semiotics theory, Gestalt, Color Theory, Typography Theory, and Logo.

1. Semiotika

   Kris Budiman conveys the book of visual semiotics, According to Charles S. Pierce (1986: 4), then semiotics is nothing but a name for logic, namely "formal doctrine of signs" (The formal doctrine of sign), while for Ferdinand de Saussure (1966: 16), semiology is a general science of signs, "a science that studies the life of signs in society"(a science that studies the life if sign within society). In designing a visual identity for the Ketenger Tourism Village, the role of semiotics is needed to create a logo that is simple and attractive so that it can produce an appropriate logo.

2. Gestalt

   Gestalt is a psychological theory that says that a person will perceive what is seen from his environment as a whole. This theory can explain the tendency of perception formed in a person's mind. (Rustan, 2009: 48). In this design, using the principle of gestalt namely proximity (proximity). Objects that are placed close together will form a shape.

3. Typography

   Typography study is significant for this design because the effectiveness of a graphic work also depends on the typography that is in it. The selection of the right typeface will make it easier for people to obtain and capture the information conveyed. It can also make it easier for the community to identify the logo around it. To get effective results from letters, the level of legibility must be considered. Clarity is the quality of letters or manuscripts in their level of readability. This level of readability depends on the appearance of the physical form of the letter itself, its size, and its arrangement in a manuscript (Sihombing, 2003: 58).

4. Color

   According to Drs. Sadjiman in Nirmana, color can be defined as objectively or physically as the nature of the light emitted. And subjectively / psychologically is part of the experience of the sense of sight. So that color is the result of a combination of vision and sensory experience. Image is through the eye; the object of the eye is light, where light interacts with the pigments of objects around us and gives rise to color.

5. Logo

A good logo is one that maintains its simple form. A simple logo is often useful because a simple logo will help make eye identification easier. In the book Love Design Logo, the simplicity of shape can help design be more versatile. Simplicity also makes the icon more easily recognized (Airey, 2010: 22-23).

4.3. Creative Design Concepts

As a start of the creative design concept, the writer uses the brainstorming method to solve and find ideas for the design process.
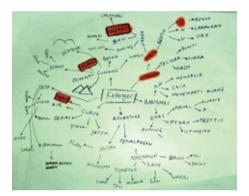

Figure 2: Brainstorming Process

After doing the brainstorming process, the author concludes in several visual key-words that were developed into an initial sketch of the design. In the process, the writer found out the philosophical meaning of the word "Ketenger" to what can be interpreted as a place or destination that shows direction, and tenger is a sign. Finally, the logotype was chosen by using the arrows as a transformation that shows the direction.

Figure 3: Comprehensive Design

After the rough sketch process is then continued into several comprehensive designs done digitally. In this extensive design process, there are several alternative design choices, one of which will be chosen and refined to be the final design.

Figure 4: Comprehensive Design

Figure 5: Final Design

5. Discussion

The logo of the design results in an attractive, simple logo that can represent Ketenger Tourism Village. The logo was produced from the research process, which was then continued with the creative process. In the creative process, the writer tries to explore the results of the process of finding ideas in the brainstorming process. At first, the results of the insights obtained were only ideas that were commonly used, such as nature, mountains, rivers, and others. But designers feel that ideas or visual elements have been widely used in tourism logos.

The writer wants to give a different uniqueness and value to the Ketenger Tourism Village logo. Until finally found the uniqueness in the name of Ketenger Village itself. In the logo, the author gets a draft of several explorations resulting from the study of forms, color studies, and typographic studies. The study of the Ketenger Village logo form takes from the word 'KE' which can be represented by a directional sign /arrow which shows the location or direction through a metaphorical process. While for the study of colors, the red color represents the sign taken from the word Ketenger, red also represents energy and wealth.

In the Ketenger logo application, the type of logotype chosen is taken from the meaning of "KETENGER" which shows the direction or destination with the word tenger indicating the marker. The font that was applied in the Ketenger logotype was "Nexa Bold" which was modified so that it looked more appealing. The writing of the logotype used lowercase letters so that it looked dynamic. In the tourism village, writings use the type of font "PAKENHAM" written in all capital letters. The combination of Nexa Bold and Pakenham makes the logotype look elegant, elegant so that it can represent the logo of the Ketenger tourism village.

Figure 6: Description of the Ketenger Tourism Village Logo

6. Conclusion

Ketenger Tourism Village is a representative Tourism Village, located in the Baturraden tourism area, making the Tourism Village potential to become one of the popular tourist destinations. In the development of the Tourism Village requires a visual identity that can be used as a logo or brand and also a means of promotion of the village.

The design of the Ketenger Tourism Village logo design results in the form of a visual identity that is the Ketenger Tourism Village Logo. The logo has a uniqueness that is different from other tourist villages. The name Ketenger becomes a point that is raised as the uniqueness of this logo. The word "tenger" which is identical to the sign-in Javanese, is visualized in red; then, the word "Ke" can be represented by an arrow on the merging of the letters K and E that have been modified and indicate the direction or destination.

The logo results from this design are expected to be able to become a logo/brand that can provide a visual identity that characterizes the Ketenger Tourism Village to compete with other Tourism Village competitors.

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