Conference Paper

UM's Mascott Design for Supporting Brand Identity

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Abstract

The competition between universities in Malang has become increasingly tight, due to the rising number of universities allowing people to become more selective. Therefore, the Universitas Negeri Malang has sought to redefine itself and strengthen its brand identity. In line with this strategy, a figure is needed to improve community recoognition. This requires a mascot. The mascot was chosen because of the character and attractive appearance that can interact directly with the community. So the process to design the mascot of the Universitas Negeri Malang as an endorser of brand identity has begun.

Keywords: Designing, Mascot, Brand Identity.

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1. Introduction

Competition between universities in Malang is getting tougher now, due to the addition of new universities so that people are more selective in choosing universities. In handling this competition, a brand identity is needed in the effort to reintroduce the university to the public. Brand identity is a way for a company to build and introduce a brand that represents the company's identity to consumers so as to shape consumer perceptions of the brand. The benefit of using brand identity is to strengthen the existence of the brand so that the relationship between the brand and consumers is maintained [1]. The type of visual brand identity commonly used by companies is logos, slogans, and application media.

Universitas Negeri Malang as a corporate academy also needs a brand identity. Universitas Negeri Malang's brand identity currently has a circle UM symbol with a symbol of the Kalpataru tree and the UM logo brand with the slogan 'THE LEARNING UNIVERSITY' [2]. The brand identity of the Universitas Negeri Malang has been applied to print and digital forms of promotional media and merchandise. One of the activities carried out by Universitas Negeri Malang is to release UM branding through Lustrum and Dies Natalis activities.

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In an effort to strengthen the existing UM brand identity, a figure is needed that can help recognize better and more clearly to the community. Which requires a mascot. Mascot is a promotional media in the form of visualization in the form of characters that represent the identity of something or company and give a strong impression to the community. The use of the mascot can enliven an event that is held and get back information about a company. Each mascot made with a nickname that matches the character of the mascot itself.

The emergence of the mascot as an identity and provide memory to the public with its charm, is one of the right strategies to promote brand identity creatively and communicatively for Universitas Negeri Malang, which until now has not had a mascot. As happened in the new city of Malang, a mascot design named 'Osi' and 'Ji' [3] in the form of a lion and a lotar bird has been inaugurated, enabling the public to better recognize Malang through the promotion of the mascot. The existence of the mascot as a form of creative representation by highlighting the visual character that can give a strong impression on people's memories and strengthen the brand identity of the Universitas Negeri Malang.

2. Theory

2.1. Designing

Designing is the process of creating a form for a specific purpose. In contrast to paintings and sculptures which embody the views and fantasies of artists, design works are manifested based on practical needs [4]. As with message delivery, functions that are flexible and easy to understand with visual language.

To design a work must consider the basic concepts of art and design. According to Sadjiman, that the elements of art and design as designing include: shape, expression, size, direction, texture, color, value, and space. Every element of art and design is interconnected with each other so that it is a unity [5].

2.2. Brand Identity

Brand identity is real and arises from all aspects of the senses that can be seen, felt, touched, heard and driven [6]. The way for a company to build and introduce a brand that represents the identity of the product or company to consumers so as to shape consumer perceptions of the brand. Brand identity is also a merger of all brand elements

of a company into an appropriate description so that it can be recognized directly by consumers. According Keller [7] with a brand identity, consumers can associate brand identity with the company's goods or services, establish connections between a company and consumers, and be a determinant of consumer perceptions of company brands.

In creating a brand identity, it takes several important elements needed according to Zack Onisko [8] is 1) knowing the target audience, 2) staying consistent in the brand, and 3) making the brand memorable. Important in aligning the views between consumers and the company. Brand identity is determined by the superiority of the product compared to other products, and the company's goals in describing a product to consumers.

The benefit of brand identity is that it can strengthen the existence of a brand in the market so that the relationship between the brand and the customer can be maintained. The appearance of imitator products that are deliberately made often deceives customers [9]. Through a strong identity, customers are not easily fooled by various imitating brands [10].

2.3. Mascot

Based on Aline Wheeler's statement, that the character or so-called mascot is one part of a brand identity, which can quickly attract the attention of children and consumers in advertising the brand openly. So that the mascot is one of the identities of a group in addition to the symbol and logo, a strong visual character design can be useful in enlivening an event so that it supports a brand promotion to the community [6], [20].

Kent Wertime states that the mascot serves to evoke memories and also connect consumers with a group of unconscious associations that have been implanted in their souls. [12].

The example of a mascot as evoking memories in a place like Kent said as in the mascot 'Osi and Ji'. Has a unique attraction in representing the city of Malang based on the results of creative concepts and research written in short versions of GSM books 'Osi' and 'Ji'. 'Osi' is a mascot in the form of a lion with a predominant green form, in which there are no green lions in the real world. And 'Ji' the friend si Osi 'in the shape of the orange Manyar bird, but its unique anatomical form makes it easy for people to remember the visualization form of' Ji '.

Mascot is often depicted in the form of caricature, which according to David Perkins, caricature has 2 main elements as a differentiator with the study of characters namely

Exaggeration and Individuation. In making the Study of figures consider proportional and accurate body proportions. Whereas the caricatures consider impressive and exaggerating characteristics [13].

Here are the steps to design a mascot according to Papang Jakfar as follows:

- Conduct research or background studies through observing the main data of a company or institution.

- After observations are made, then find keywords that are characteristic of a company. Of the several keywords found, it was translated into a mascot design.

- Make several mascot alternatives with color variations. Of the many designs made, a mascot design was chosen that best represented the concepts created previously.

- The design that has been selected will be carried out further refinement with various considerations.

2.4. Universitas Negeri Malang (UM)

According to the UM education guidelines for the academic year 2017/2018, UM is a tertiary institution within the Ministry of Research, Technology and Higher Education. located at Jalan Semarang 5, Malang City, East Java Province, Indonesia. Before the name UM abbreviation was used, the university first used the name, the Teacher Education College (PTPG). After that it was renamed Teaching and Education Faculty (FKIP) and the third time was given the name Teaching and Education Institute (IKIP). In the end it was changed the fourth time as Malang State University and is valid until now. The name Universitas Negeri Malang was recently inaugurated on August 4, 1999 with Presidential Decree No. 93 of 1999. Based on the Tempo Interactive Malang news footage in an interview with UM Suparno's Chancellor, the decision to establish UM as its abbreviation name Malang State University was formalized in a UM Senate meeting at April 28, 2011. Because UM itself has good credibility and popularity without the need to include the identity of 'country' in it. With frequent name changes, Malang State University has more names than other universities.

a))Lambang Universitas Negeri Malang

The UM symbol is used for official and formal data with the stipulations of the MU, so that the symbol is formed from the merging of symbolic images that form the background of the MW. In the symbol depicts the growth and development of higher education functions in the organization of higher education tridharma in accordance with UM's

vision and mission as well as characteristics in the development of science technology, socio-cultural arts and / or sports.

Figure 1: Lambang Universitas Negeri Malang

The UM symbol has a round shape with a margin that reads UNIVERSITAS NEGERI MALANG is black and in the middle there is a kalpataru tree and arches that resemble feet given green, and on flower buds, stars and UM letters are yellow.

b))Logo Universitas Negeri Malang

Malang State University has a logo which is a verbal symbol of UM's identity to inspire the spirit and image of UM and to mark the spirit of UM's independence. The logo has a modern and simple style with colors that are analogous from blue to yellow.

Figure 2: Logo Universitas Negeri Malang

The UM logo has a standard guide for the brand name UM logo as needed in laying on various media. The words 'UM' are formed from three interlocked circles, with the colors in the right order from left to right, namely blue, green, and yellow gold. And the words 'The Learning University' are colored dark blue or white according to the background color of the media.

3. Methodology

Model used for the design of the mascot of Universitas Negeri Malang is a procedural design model. The design model for Universitas Negeri Malang mascot design refers to the design model of Alina Wheeler [6].

In designing the UM mascot using the design method by Alina Wheeler which contains conducting research, clarifying strategy, designing identity, creating touchpoints, and Managing assets.

3.1. Conducting Research

The background is in the effort to strengthen the existing UM brand identity, a figure is needed that can help recognize better and more clearly to the community. Which requires a mascot. The existence of a mascot as a form of creative representation by highlighting the visual character that can give a strong impression on people's memories and strengthen the brand identity of the Universitas Negeri Malang. Therefore, the designer raised the topic of the problem by presenting the Universitas Negeri Malang mascot as a figure who can enhance brand identity [8], [14], [15].

Based on the background that has been discussed, then the main problem can be formulated namely, how to design a mascot design in accordance with the character identity of the Universitas Negeri Malang.

3.2. Clarifying Strategy

The interviews and documentation explained that UM did not have an official mascot, so in 2019 a UM mascot contest will be open to the public and the results will be taken from the first prize. Like what has been done by the UM symbol contest and UM logo. The UM mascot was created by the UM creative team which was later canceled because it did not constitute observations and documentation that represented the MW itself.

The meaning of the writing 'The Learning University' explains that UM has an identity with two meanings, namely as a learning organization and as a learning resource. The writing is contained in the UM logo. Concluding UM's as inspirations in learning that makes places and referrals together after UM's vision, mission, and goals.

Based on the UM symbol and UM logo, there are similarities, namely curved lines, circle shapes, and three colors attached to the two symbols. In the statute book written on the UM symbol, the meaning of the green curve has the meaning of institutional continuity and the meaning of the blue circle has the meaning of anticipating global developments. The last color is yellow on the star which means Pancasila as the philosophy of the nation and the foundation of the country. Whereas on the UM logo, the meaning of three curved lines has the meaning of tridharma as a form of UM's contribution to global, national, regional and local developments. As well as the meaning

of the interlocking circle has the meaning of a continuous learning process taking place at UM and implies a close and positive relationship between the Academic Community and the community. The colors on the UM logo are written as follows; the blue color has the meaning of a young soul who continues to learn to progress, the green color has a campus meaning which is a place for academicians to live and grow, and the golden yellow color has the meaning of glory and energy. So that the two UM symbols are identical to the shape of a circle, curved lines, and three colors.

3.3. Designing Identity

a))Concept of Shape

Shaped human who looks friendly and active. Humans in the form of simple and rounded in order to look attractive and adorable to be visited [16]. Choosing human form because it has a process of continuous learning ability and has a high creative power compared to other creatures, so it is in line with the purpose of the UM which makes an inspiring figure and superior to others. In addition, the mascot's gender will be unisex which means that the designer does not consider his gender. To not leave the impression of local culture in Malang on the mascot design, it took one of the distinctive cultures of Malang, namely, Mask of Malangan [17].

In the end the mascot accessories will take elements from the UM symbol and the Malangan Mask. The elements contained in the UM symbol are the kalpataru tree, lotus flower, star, arch, circle and writing of Universitas Negeri malang. While the elements contained in the Malangan Mask are headband (irah-irahan), decorative decoration accents (Isen) crown (jamang), crowns on the left and right temples (sumping), engraving on the forehead (urna), the upper part on crown (horn).

The following sketches [18] the concept of form comprehensively.
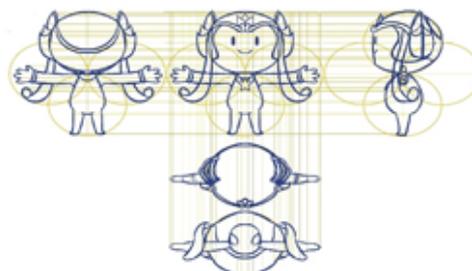
Figure 3: Comprehensive chosen UM mascott

b))Color Concept

The synthesis result explains that there is a similarity between the UM symbol and the UM logo, which has three dominant colors. Dark blue, golden yellow and green are the three colors of the UM brand name. Which means the color taken from the development of the UM logo. The meaning of each color follows the UM brand name logo application manual as follows:

- Dark blue symbolizes stability and depth. Two things are essential in the administration of education in a tertiary institution.

- Green symbolizes growth and life. And symbolizes the campus which is a place for academicians to live and grow.

- The golden yellow symbolizes glory and energy. Excellence is the main thing that will be achieved with a burning passion.

In addition to the above three also include other colors namely white as a unifying three colors. White on the brand means something that is clean, simple and becomes something of quality. So that the resulting mascot [19], [21] becomes a clean and neat mascot.

The chosen color concept is combined with the shape concept as follows.

Figure 4: Comprehensive color UM mascott

c))Typography Concepts

UM has a characteristic that is a curved line so the selected font is a rounded serif font. To match the mascot that has an Indonesian cultural accent, the font also has an accent that is similar to the decoration on the mascot later.The selected font is Fox Grotesque Font with the modified one.

Figure 5: Comprehensive typography that has been modified

3.4. Creating Touchpoint

Explain about perfecting designs and developing designs further so as to produce creative briefs and application designs.

3.5. Managing Assets

The last stage in the release of the latest brand products. This stage is carried out if the work has been approved and used by Universitas Negeri malang.

4. Design Result

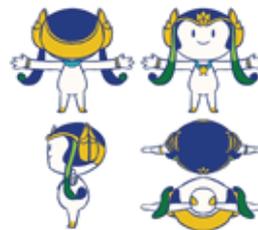Based on the result of the synthesis produces a mascot using 3 concepts, namely:

Figure 6: Final Layout

Here are the kinds of look and feel in the design of the mascot as follows:

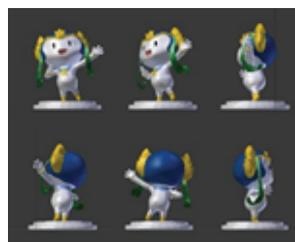**Figure** 7: The projector appears 2D

Figure 8: 3D perspective

Figure 9: Mascot expression

Figure 10: Mascot gesture

The mascot application uses media branding that serves as introducing a new brand and as a medium of promotion in the long run.

TABLE 1: media Branding

No	Media Categories	Media	Spesification
1	Media Utama	Patung	Brown Plate 1 mm with iron rig. 2-3 meter
2	Kit Media	Stiker	vynil 8 cm.
3	Kit Media	Gantungan Kunci	acrylic 8 cm.
4	Kit Media	Tote Bag	35x40 cm.
5	Kit Media	T-Shirt	cotton. Size: L.
6	Kit Media	Pin	Diameter 5,8 cm.
7	Kit Media	Buku GSM	*Softcover* A5.

Figure 11: The Statue

Figure 12: Pin

Figure 13: Gantunga Kunci

Figure 14: Tote bag

Figure 15: Sticker

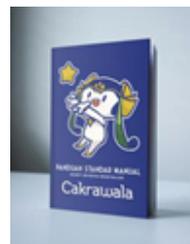
Figure 16: T-shirt

Figure 17: GSM book

5. Conclusions

Universitas Negeri Malang has a brand identity in the form of symbols, brand logos, and slogans. However, Universitas Negeri Malang does not yet have an official mascot. Designing the mascot design of Universitas Negeri Malang using the Alina Wheeler

design method scheme. The concept of the mascot shape resembles a human being with decorations such as the Malangan Mask symbolized by the UM symbol. Having high spirits and friendly smiles in accordance with UM slogan. The concept of the mascot color is dominated by dark blue, green, and golden yellow. Adjusts to the dominant color on the UM symbol and logo. The mascot of Uniersitas Negeri malang is called 'Cakrawala' taken from the Graha Cakrawala building. The tagline uses the Fox Grotesque font with a local accent. The results of the finished design, applied to 2D and 3D forms. Various types of 2D application media are stickers, key chains, tote bags, T-shirts, pins and GSM books. While the 3D application media is a statue.

There was an obstacle in determining the shape of the visual design of the mascot between humans and animals, which represented that identity. Because in the UM symbol there are no animal symbols, but rather plant symbols. While the logo is only written. And also in determining animals as a form of visual design mascot because UM is not only located in Malang, but also located in Blitar City. So that if forced to be incompatible with the existing brand identity.

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