

How Do People Analyze Data for Visual Identity Design Projects? A Systematic Literature Review in Indonesian Projects

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ABSTRACT

Over the past five years, numerous visual identity design projects have been carried out in Indonesia, reflecting the growing importance of this field. This systematic literature review aims to identify the data analysis methods commonly used in these design processes. Using Publish or Perish and Google Scholar databases, the review examined articles published in the past five years with the title “perancangan identitas visual.” From an initial pool of 582 articles, 36 peer-reviewed publications were selected for analysis, as they were accessible and specifically mentioned data analysis methods used in visual identity design. The review found that the most commonly applied methods include SWOT analysis, creative briefs, and the 5W+1H framework. Based on these findings, it is recommended that designers employ a combination of these methods to enrich their analysis process. Additionally, the review suggests that future research focus on evaluating the effectiveness of these data analysis methods to improve visual identity design practices.

Keywords: Visual Identity Design, Systematic Literature Review, SWOT, Creative Brief, 5W+1H

INTRODUCTION

Visual identity is an emerging and increasingly significant topic, gaining attention across various industries. This growing trend is evident from Google Trends data, which shows a consistent rise in interest in Indonesia over the past five years (Image 1). The heightened focus reflects the importance of visual identity in branding, marketing, and communication strategies, as businesses and creators strive to establish distinctive and recognizable visual representations in competitive markets.

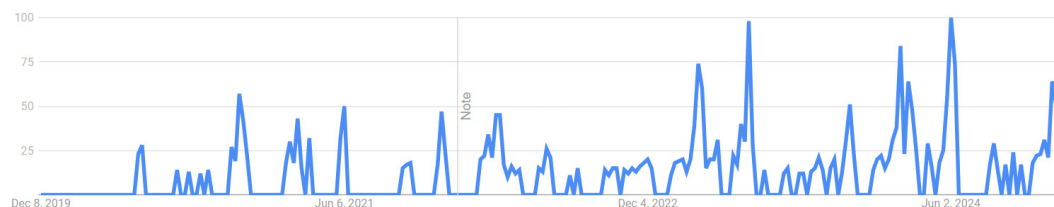


Image 1 Increasing Trend of “Identitas Visual” search in Google from 2019 to 2024
(Source: Hananto, 2024)

Visual identity refers to the visual elements that make up the overall image of a brand or organization, including its logo, typography, color scheme, and other graphic design components (Landa, 2011). It serves as a means to communicate the brand's values, mission, and personality to its audience in a clear, consistent, and visually appealing manner. Understanding the process of designing visual identity is crucial because it lays the foundation for how a brand is perceived and interacted with by consumers. A well-crafted visual identity can enhance brand recognition, foster trust, and establish a strong emotional connection with the audience. Therefore, taking the time to thoughtfully design and align visual elements ensures that a brand's message is effectively communicated and remains consistent across all touchpoints, helping to build a lasting and recognizable brand presence. Existing research on visual identity design often emphasizes the outcomes but offers less insight into the methodological processes behind these outputs. Understanding the approaches used to collect, interpret, and apply data is crucial, as these methods significantly impact the relevance and success of the resulting visual identity.

The author has conducted a systematic literature review to explore the data analysis methods used in the design of visual identity, with the goal of understanding the various approaches applied in this field. Data analysis is a crucial stage in visual identity design because it serves as a critical process that guides designers in creating effective and meaningful visuals. By analyzing relevant data, designers can ensure their designs resonate with the intended audience and align with brand objectives. Through this systematic literature review, the author aims to present the methods identified in scholarly publications from Indonesia over the past five years and offer recommendations on the most effective data analysis techniques that can be utilized in visual identity design. This review will help bridge the gap between theory and practice, providing valuable insights for designers seeking to enhance their creative process.

METHODOLOGY

The methodology that the author used in this systematic literature review used the PSALSAR framework (Mengist et al., 2020). The six steps in the PSALSAR systematic review are protocol, search, appraisal, synthesis, analysis, and reporting.

In the protocol step, the author elaborates on the protocols to be addressed through the systematic literature review. The research question for this review is, "What methods have been used to analyze data in visual identity design projects in Indonesia over the past five years?" To answer this question, the author reviewed literature focusing on visual identity design or redesign projects, sourced from Google Scholar, covering the period from 2019 to 2024.

The author used Publish or Perish, a software that retrieves academic articles from databases such as Google Scholar, Elsevier, CrossRef, etc. (Harzing, 2016). The author searched the phrase "perancangan identitas visual" for the title, and used Google Scholar as the database. The author limits the year of publication from 2019 to 2024, and retrieved 582 entries. The author searched on 5th December 2024.

Criteria regarding the article's inclusion or exclusion for the review are:

1. The paper must exist as a whole in the title, keyword, or abstract
2. The article metadata must include the source and be accessible
3. Published in peer-reviewed journal or conference
4. Written in Indonesia or English
5. Papers that are primary or original research
6. Studies describe their method for analyzing data

From the 582 entries initially identified, the author eliminated those that did not meet the inclusion criteria. A total of 305 entries were excluded because they lacked source information in the metadata. Additionally, 163 entries were identified as students' theses uploaded to institutional repositories. Some articles were also excluded because they were published in journals that did not list an editorial or scientific committee on their websites. Furthermore, 10 entries were removed due to inaccessibility, and 1 entry was excluded as it was a duplicate entry.

The author then reviewed the remaining 103 entries to assess their relevance to the study. Of these, 10 entries were excluded because they did not elaborate on the overall design process, and 57 entries were removed because they did not specify any methods for analyzing the collected data. Ultimately, only 36 entries were included in the review, as they explicitly mentioned or elaborated on the methods used for data analysis.

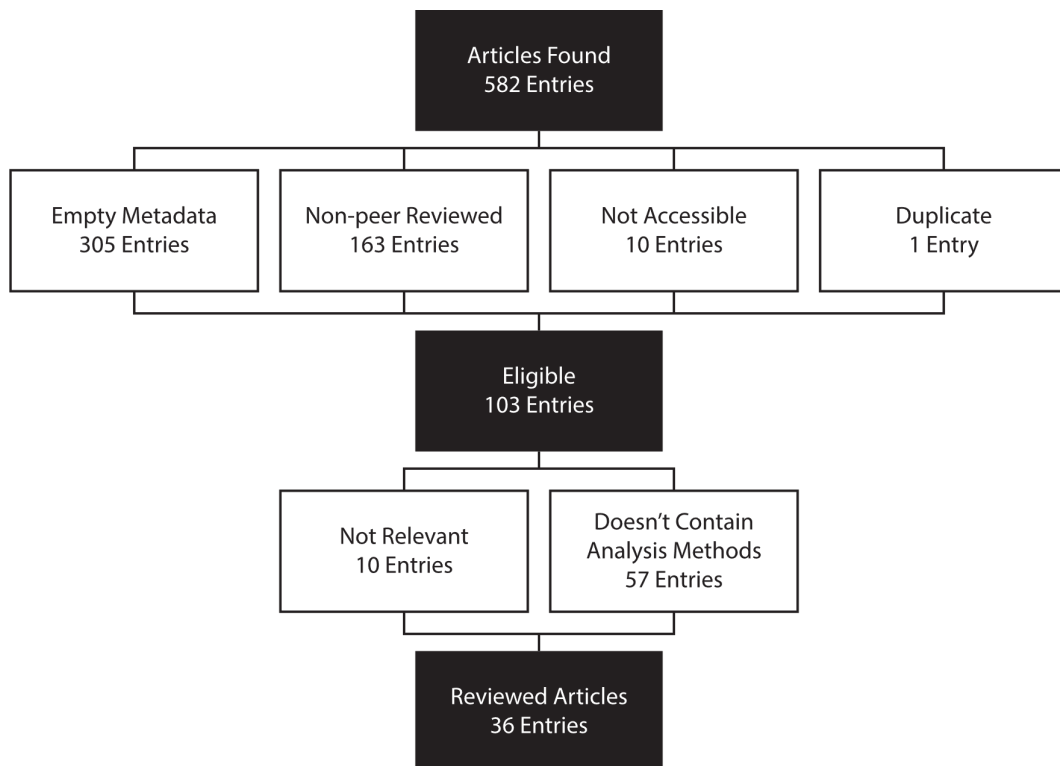


Image 2 The Flow Diagram for this Systematic Literature Review (Source: Hananto, 2024)

In the synthesis step, the author organizes the data collected from the studies for subsequent analysis. During this step, the author labels each study based on the entity of the visual identity design project, the category of the entity for the design project, and the methods mentioned in each article.

The analysis phase focuses on elaborating and interpreting the data—in this case, the methods used for analyzing data in visual identity projects. The author identifies various methods and describes those found in the reviewed articles.

In the reporting phase, the author reports the findings of the systematic literature review. The report is usually made into a journal article to help present the findings for scientific purposes (Fernández del Amo et al., 2018).

RESULT & DISCUSSION

Articles Reviewed

Among the eligible articles, most were deemed ineligible because they did not specify any methods for analyzing the data. Some mentioned a method but failed to elaborate on it, while others combined data collection and analysis as part of the same process or method. The articles that are reviewed can be seen in **Table 1**.

Table 1 Articles Reviewed (Source: Hananto, 2024)

No.	Author	Entity	Category	Data Analysis Methods Mentioned
1	(Hananto, 2019a)	Fibble	Food & Beverages	Creative Brief
2	(Hananto, 2019b)	Bogor (Kota)	City	Comparing Data
3	(Aulia et al., 2020)	Machella Gift	Florist	SWOT
4	(Bastian & Ristanto, 2020)	Guci	Tourist Attraction	SWOT
5	(Claudy et al., 2020)	Bobucha	Food & Beverages	Creative Brief
6	(Hamid et al., 2021)	Museum Sumpah Pemuda	Museum	SWOT, 5W+1H
7	(Hananto, 2020)	Mireokki	Food & Beverages	Creative Brief, Semantic Differential, Mind Mapping
8	(Marcella et al., 2020)	Kefir Pop	Food & Beverages	Organize Information
9	(Evelyn et al., 2021)	Casafun	Food & Beverages	SWOT, 5W+1H
10	(Kusuma et al., 2021)	Bresco	Food & Beverages	SWOT
11	(Marhendra et al., 2021)	Cemara Ceramics	Building Materials	SWOT
12	(Sahertian, 2021)	Konser Talun	Event	Interpreting, Clustering
13	(Therisnajaya et al., 2021)	Breotic	Food & Beverages	Creative Brief
14	(Vannia et al., 2021)	Jicama Prebiotic Bread	Food & Beverages	Creative Brief, Mind mapping
15	(Yosephin et al., 2021)	Sorgumee	Food & Beverages	SWOT
16	(Bhargawa et al., 2022)	Teteuk Sangmong	Lifestyle	SWOT
17	(F. Nugraha & Tarmawan, 2022)	Yessika Roti	Food & Beverages	7P, SWOT
18	(Kurniawan et al., 2022)	PT. Satu Frekuensi Abadi	IT	SWOT
19	(Nugraeni, 2022)	UMKM Nagari Kopi Mojokerto	Dining	SWOT
20	(N. Nugraha et al., 2022)	Bandeng Presto Kresya	Food & Beverages	Client Brief, Consumer Insight
21	(Amina et al., 2023)	Pufflicious	Food & Beverages	SWOT, 5W+1H
22	(Asakiinah et al., 2023)	Sang Café	Dining	SWOT, STP
23	(Cuaca et al., 2023)	CV Sumber Jaya Electro	Electronics	SWOT

24	(Darmawan et al., 2023)	Sekolah Islam Terpadu Luqmanul Hakim	School	Content Analysis
25	(Evelyn & Zulkarnain, 2023)	Kopi Es Tak Kie	Dining	5W + 1H
26	(Prakasa et al., 2023)	Toko Roti Dari Dari	Bakery	SWOT
27	(Rohmah & Pandanwangi, 2023)	Museum Malenge Karangsembung	Museum	Mind mapping SWOT
28	(Setiawan & Jenab, 2023)	Kopi Manglayang	Dining	Qualitative Descriptive
29	(Sodik et al., 2023)	Kampung Wisata Arab Panjunan Cirebon	Tourist Attraction	PEST, SWOT
30	(Sutopo et al., 2023)	Bandeng Delmina	Food & Beverages	Descriptive Analysis
31	(Febrian et al., 2024)	Hotel Pendidikan Politeknik Negeri Banyuwangi Jingga	Hotel	Performance Analysis, Needs Assessment
32	(Kristanto & Maulidini, 2024)	Tjikopi House	Dining	Descriptive Data Analysis
33	(Ma'rifaj, 2024)	Pesona Batik Banten	Event	Brief
34	(Maulida et al., 2024)	Jajan Tiket	Travel	SWOT
35	(Rakhmatia et al., 2024)	Maru Sweets	Food & Beverages	AIDA
36	(Vasthi et al., 2024)	Museum Bekasi	Museum	4W (Who, Where, What, Why)

Discussion

From the 36 articles reviewed in Table 1, the method commonly mentioned for analyzing visual identity design projects is SWOT analysis, with 18 articles referencing this method (Amina et al., 2023; Asakiinah et al., 2023; Aulia et al., 2020; Bhargawa et al., 2022; Cuaca et al., 2023; Evelyn et al., 2021; Hamid et al., 2021; Hananto, 2019a; Kurniawan et al., 2022; Kusuma et al., 2021; Marhendra et al., 2021; Maulida et al., 2024; Nugraeni, 2022; F. Nugraha & Tarmawan, 2022; Prakasa et al., 2023; Rohmah & Pandanwangi, 2023; Sodik et al., 2023; Yosephin et al., 2021). SWOT analysis is a method used to define marketing strategies (Kenton, 2021; Yosephin et al., 2021), and is described as a tool for evaluating the strengths, weaknesses, opportunities, and threats associated with a project or business venture (Aulia et al., 2020). Strengths and weaknesses are considered internal aspects of a product, while opportunities and threats are external aspects (Bastian & Ristanto, 2020; Bhargawa et al., 2022). SWOT analysis is widely used to understand the positive and negative aspects of a company or product (Evelyn et al., 2021; Kusuma et al., 2021).

The second most mentioned method is creative brief, with 7 articles mentioning the method (Claudy et al., 2020; Hananto, 2019a, 2020; Ma'rifaj, 2024; N. Nugraha et al., 2022; Therisnajaya et al., 2021; Vannia et al., 2021). A creative brief is a document that is used to describe the needs and objectives of a design project (Ambrose & Harris, 2011). Most authors explained that the data they collected previously is categorized and compiled into the creative brief which is later used to develop the design solutions. Although a creative brief is an object, the author understands that previous authors used the term to describe it as a method as the previous authors compile data to separate aspects of the document. So by creating a creative brief, the designer can consider analyzing data.

de-lite:

The third used method is 5W+1H (Amina et al., 2023; Evelyn et al., 2021; Evelyn & Zulkarnain, 2023; Hamid et al., 2021) and 4W (Vasthi et al., 2024). The 5W+1H method is often called the Kipling Method, which involves asking questions about “who”, “what”, “why”, “when”, “where”, and “how” about a specific topic (Le, 2023). Considering the nature of the Kipling Method, it can be argued that this method is primarily a data collection tool. However, since the questions lead researchers to gather data that is more specific and categorized, the author acknowledges the potential argument for defining 5W+1H as a data analysis method.

Other specific method mentioned is semantic differential (Hananto, 2020), mindmapping (Hananto, 2020; Rohmah & Pandanwangi, 2023; Vannia et al., 2021), 7P (F. Nugraha & Tarmawan, 2022), STP (Asakiinah et al., 2023), PEST (Sodik et al., 2023), performance analysis (Febrian et al., 2024), need analysis (Febrian et al., 2024), and AIDA (Rakhmatia et al., 2024). Methods such as 7P, STP, PEST, Performance Analysis, Need Analysis, and AIDA borrow foundational concepts from marketing and management to provide structured frameworks for understanding, planning, and decision-making. These approaches are designed to evaluate and strategize based on external and internal business factors, consumer behavior, and organizational goals. In contrast, tools like Semantic Differential and Mind Mapping, while valuable, do not fit neatly into the category of data analysis methods. Semantic Differential is more of a psychometric technique for gauging attitudes and perceptions, while Mind Mapping is a creative and organizational tool for brainstorming and structuring ideas, rather than a rigorous analytical method. This distinction highlights the varied purposes and applications of these tools in different contexts.

CONCLUSION & RECOMMENDATION

The review found that several data analysis methods are commonly used in the design of visual identity. The most frequently identified methods include SWOT analysis, creative brief, and the 5W+1H framework. These methods provide structured approaches to collecting, categorizing, and interpreting data, helping designers understand various aspects of their design challenges and the needs of the target audience.

Based on the review, it is recommended that authors in the field more explicitly describe the data analysis processes they use. This would allow readers to better understand the methodologies and the steps involved. Furthermore, it's advisable to employ multiple methods to ensure thorough data analysis. For example, using 5W+1H can ensure that all necessary data is collected comprehensively. SWOT (or other conceptual frameworks) can be used to categorize the data effectively, and finally, the synthesized data should be documented in a creative brief to facilitate the visual creation process. This multi-method approach ensures that data is well-analyzed and actionable.

To strengthen the literature, future studies could expand their scope by increasing the sample size of publications. This could be achieved by improving keyword databases, selecting more diverse sources, and extending the range of publication years. By doing so, researchers can provide a more well-rounded perspective and contribute further to the understanding of data analysis methods in visual identity design.

The author recommends that future research should focus on evaluating the effectiveness of data analysis methods specifically in the context of visual identity design. While various methods like SWOT, 5W+1H, and creative briefs are commonly used, there is a lack of comprehensive studies that assess how well these methods contribute to the design process and the overall success of visual identity projects. By conducting studies that directly evaluate the impact of these methods, researchers can provide valuable insights into which approaches lead to the most effective, creative, and user-centered visual

outcomes. This would help designers and practitioners refine their processes, choose the most suitable methods for different design challenges, and ultimately improve the quality and consistency of visual identities created across various industries.

In conclusion, this systematic literature review has identified common data analysis methods used in visual identity design, such as SWOT, 5W+1H, and creative briefs. The author recommends that future research focus on evaluating the effectiveness of these methods in actual design projects. Additionally, combining multiple methods is advised to provide a more complete and thorough analysis. Using tools like 5W+1H for data collection, SWOT for categorization, and creative briefs for synthesizing results can lead to better design decisions and more successful visual identity outcomes.

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