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Editorial

Jl. M.H. Thamrin Boulevard 1100
Lippo Village – Tangerang
Banten 15811
Telp: +62-21-5460901
Fax: +62-21-5460910
sod.uph@uph.edu

Email

de.lite.journal@uph.edu

Website

<https://ojs.uph.edu/index.php/DE-LITE>

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Cover Photo

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***Perancangan Ulang Identitas Visual
Brand JeseJosh Creative***

*Illustration by Josephine Madeleine, Ellis Melini,
Eston Kamelang Mauleti
(Universitas Pelita Harapan)*

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Preface

We are pleased to present the December 2024 edition of *de-lite: Journal of Visual Communication Design Study & Practice*, Volume 4, Number 2. This issue brings together a range of scholarly reflections and project-based inquiries that highlight the evolving discourse and practices in visual communication design in Indonesia. The contributions span critical explorations of cultural identity, strategic branding, digital media, and visual literacy, divided into two main sections: Design Projects and Design Studies.

The Design Projects section opens with a study on the branding of Gabber Modus Operandi, a Balinese experimental techno music group whose visual identity bridges global electronic culture and Indonesian vernacular aesthetics. Through a nuanced analysis of brand positioning, personality, and equity, this article reveals how unconventional branding strategies can serve as a form of cultural commentary. Another article focuses on strategic media communication for PARARA Indonesian Ethical Store, examining how social media platforms such as Instagram and TikTok can be leveraged to connect ethical consumption with youth values. Using the AISAS model and customer journey mapping, the study offers practical insights into persuasive media design for sustainable business advocacy. A third article presents the rebranding process of Jesejosh Creative, offering a behind-the-scenes look at visual identity development based on research, client needs, and brand strategy. This piece is especially valuable for practitioners and students seeking to understand the iterative nature of visual problem-solving. Following that, a project exploring interactive educational media in the Braga Heritage district demonstrates how technologies such as augmented reality and gamification can be harnessed to increase youth engagement with historical urban spaces. The article argues for the integration of digital media into heritage education as a way to preserve cultural memory in contemporary formats.

In the Design Studies section, the issue begins with a systematic literature review of data analysis approaches in Indonesian visual identity design projects. By mapping methodological tendencies and gaps, the article underscores the need for more rigorous, evidence-based research in the design field. A complementary article explores Madurese cultural identity through the character design of “Caroq,” a local superhero inspired by traditional symbols such as the celurit and loreng Sakera. Drawing on Saussurean semiotics, the study articulates how cultural signs construct meaning and reinforce national identity within the creative industries. The final article examines the virality of digital character representations of Jesus Christ on social media platforms, particularly among Christian youth. By combining emotional visual storytelling with digital evangelism strategies, the study demonstrates how faith-based messages can resonate meaningfully with digital-native audiences. It highlights the growing relevance of visual culture in shaping religious engagement and communal identity in the digital age.

We hope that the works presented in this issue offer meaningful contributions to the ongoing discourse on visual communication design in Indonesia. Each article not only expands our understanding of design as a form of inquiry and action but also affirms the discipline’s role in interpreting culture, expressing values, and mediating between tradition and innovation. Through this edition, we invite scholars, designers, and students alike to engage with the complexities of contemporary visual culture and to continue advancing design as a reflective and transformative practice.

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Managing Editor
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