

de-lite

P-ISSN: 2798-3609

E-ISSN: 2798-3595

Vol. 5, No. 1, July 2025

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de-lite
ISSN 2828-4151
E-ISSN 2828-3953

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ISSN 2828-4151
E-ISSN 2828-3953

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Preface

A warm welcome to all readers of **de-lite**. It is a pleasure to present the latest edition of our journal and to greet scholars, practitioners, and design enthusiasts who continue to engage with the evolving landscape of visual communication design. Each publication serves as a platform for dialogue, reflection, and advancement—bridging ideas, methods, and creative practices across diverse contexts.

New enhancements accompany this issue as **de-lite** continues to refine its editorial and visual structure. This edition introduces improvements in article organization, methodological clarity, and the presentation of visual materials, making the journal more informative and accessible. These refinements are intended to strengthen scholarly transparency, support better navigation, and help readers more easily follow the conceptual contributions of each article.

Early in the sequence, the first set of articles highlights various directions in contemporary design inquiry. Beginning with an examination of brand activation strategies in Bandung's coffee shops, the issue explores how integrated communication practices shape social spaces and consumer experiences. The next paper presents a User-Centered Design approach to building a multi-role academic support system, demonstrating how design can address institutional needs in higher education. This is followed by a systematic literature review that identifies the untapped potential of Indonesia's flora and fauna as sources for character design, offering valuable insights into biodiversity-driven creativity.

Layered cultural perspectives surface in the next two articles. The study on visual representation and worldbuilding of the "Rawa Pening" legend underscores the relevance of reinterpreting folklore through the lens of contemporary visual design, making traditional narratives more accessible for modern audiences. Complementing this, the redesign of the visual identity for Wayang Orang Sriwedari in Surakarta illustrates how visual communication strategies can revitalize heritage performances and strengthen their cultural presence in today's society.

Extending the discussion into the realm of corporate communication, the final article analyzes the two-way asymmetric communication model employed in the Dancow FortiGro "Cinta Bunda Sempurna" campaign. The paper offers a critical perspective on persuasive messaging, emotional appeals, and brand-consumer dynamics, demonstrating the interplay between strategic communication and public perception. Collectively, these articles present a cohesive narrative of design's multifaceted role across public space, technology, cultural preservation, creative industries, and marketing.

Heartfelt gratitude is extended to all authors, reviewers, partners, and editorial colleagues who have contributed to the completion of this edition. Their dedication, critical insight, and collaborative spirit have been invaluable in maintaining the quality and continuity of de-lite. We hope this issue inspires further exploration and contributes meaningfully to the ongoing development of visual communication design research and practice.

Brian Alvin Hananto, S.Sn., M.Ds.

de-lite Editor in Chief

Universitas Pelita Harapan

Table of Contents

1 – 14

Tinjauan Terhadap Aktivasi Brand Coffee Shop Sebagai Ruang Publik di Kota Bandung

Muhammad Rizky Suryadi

Institut Teknologi Nasional Bandung, Indonesia

Wiwi Isnaini

Institut Teknologi Nasional Bandung, Indonesia

15 – 32

User-Centered Design for a Multi-Role Academic Support System in Higher Education

Fonita Theresia Yoliando

Univeritas Multimedia Nusantara, Indonesia

Wella

Univeritas Multimedia Nusantara, Indonesia

Ririn Ikana Desanti

Univeritas Multimedia Nusantara, Indonesia

33 – 41

Tinjauan Literatur Sistematis Terhadap Perancangan Desain Karakter Flora dan Fauna di Indonesia

Dafy Bintang Natanael

Univeritas Pelita Harapan, Indonesia

Anastasia Adeline Ardi

Univeritas Pelita Harapan, Indonesia

Juliane Natalia Hariawan

Univeritas Pelita Harapan, Indonesia

42 – 54

Representasi Visual Tokoh & Worldbuilding Legenda “Rawa Pening”

Adita Surya Prayoga

Institut Teknologi Bandung, Indonesia

Irfansyah

Institut Teknologi Bandung, Indonesia

55 – 69

How Do Design Students Design Visual Identity & Packaging Design for Innovative Food Products? Results From Four Batches of Design Studio Class

Brian Alvin Hananto

Univeritas Pelita Harapan, Indonesia

70 – 94

Perancangan Ulang Identitas Visual Pertunjukan Wayang Orang Sriwedari di Surakarta

Mikhaella Destany Aurelia

Univeritas Pelita Harapan, Indonesia

Kartika Magdalena Suwanto

Univeritas Pelita Harapan, Indonesia

95 – 116

Kajian Model Kampanye Dua Arah Asimetri Dancow FortiGro “Cinta Bunda Sempurna”

Anindita Putri

Institut Teknologi Bandung, Indonesia

Alvanov Zpalanzani Mansoor

Institut Teknologi Bandung, Indonesia